

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

and The Flavor Field

82nd YEAR

SEPTEMBER, 1959

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COFFEE BROKERS
AND AGENTS

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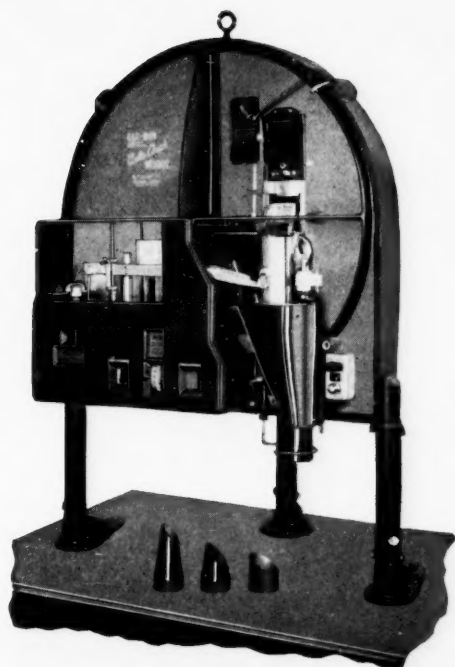
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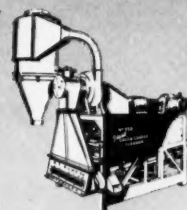
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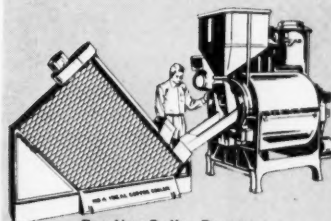
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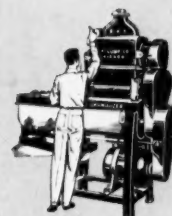
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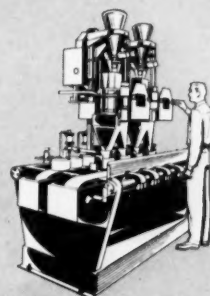
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JUNTA DE EXPORTAÇÃO DO CAFE — RUA AUGUSTA, 27 — LISBOA - PORTUGAL

D. SARAIVA

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$1.00 a year, 50 cents per copy, Sept. 1959 Vol. 82, No. 9. Second Class Postage paid at New York, N. Y.

CAN YOU AFFORD TO BE WITHOUT "ADVANCES IN COFFEE PRODUCTION TECHNOLOGY"?

For importers and roasters in consuming countries, "Advances in Coffee Production Technology" holds clues to the future of the product on which their business is based.

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"Advances in Coffee Production Technology" is a worldwide summary of coffee research. It outlines existing knowledge and shows the direction of efforts to extend that knowledge. Top coffee scientists cooperated in preparing the material and consider it an important working tool.

This is the material in the special November, 1958, issue of Coffee & Tea Industries (formerly The Spice Mill) which immediately became one of the most widely sought after publications to appear in this industry.

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Factors affecting the inherent quality of green coffee

Conclusions

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COFFEE & TEA INDUSTRIES and The Flavor Field

The battle for honest coffee begins

LIFE September 28

LOOK ... October 13



ARISE

*people of America
ere it is too late!*

Join the League of Honest Coffee Lovers...
the Knights and Ladies of the
Hearty Cup...strike out for honest coffee!

Do you know that a sly movement has been afoot in our land to destroy that which all red-blooded Americans hold dear... your right to an honest cup of coffee?

Each day our cooks have been tempted to spare the coffee and spoil the cup. Each day has seen them brewing coffee weaker and weaker until it has all but lost its honest flavor, aroma and authority.

Have you been standing idly by? When are you going to strike out for honest coffee—coffee with that rich and friendly aroma—*Coffee made with one Standard Coffee Measure of coffee to the cup of water?*

Arise, coffee lovers of America! Down with anemic brews! Join the League of Honest Coffee Lovers... strike out for honest coffee! Regain the pure pleasure of a richer, better tasting cup of coffee that warms the cockles—satisfies the soul!

JOIN THE CRUSADE FOR HONEST COFFEE

Write in today for your complete Honest Coffee Lovers Kit. It contains everything you need: "The Secret of Honest Coffee," the Official Standard Coffee Measure, and a Promisable Certificate of Membership in the League of Honest Coffee Lovers. Send your request to Pan-American Coffee Bureau, P. O. Box 23, Old Chelsea Station, New York 11, N. Y., and please enclose your initiation fee of 10¢.

LEAGUE OF HONEST COFFEE LOVERS

The biggest enemy of increased coffee sales today is coffee stretching. People are drinking plenty of cups of coffee, but they are brewing them weaker and weaker. The Honest Coffee Crusade, which starts in national magazines September 28, is light and good-humored to attract readers and promote interest. But it has a very serious purpose... *getting people to put more coffee in their coffee*. It fights the coffee-stretching habit... a habit that is expensive and dangerous to the entire coffee industry! **PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York, N. Y.**

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Formerly **THE SPICE MILL**

COFFEE & TEA INDUSTRIES and The Flavor Field

82nd Year

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82nd Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

SEPTEMBER, 1959

H.O.A.



means
"HOT ON
ARRIVAL"

That's how you deliver
fresh, stimulating coffee
when you insist on

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designed exclusively for coffee



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Cecilware stainless steel coffee carriers with fiber glass insulation are available with from 1½ to 10 gallon capacity. Prices start at \$69.

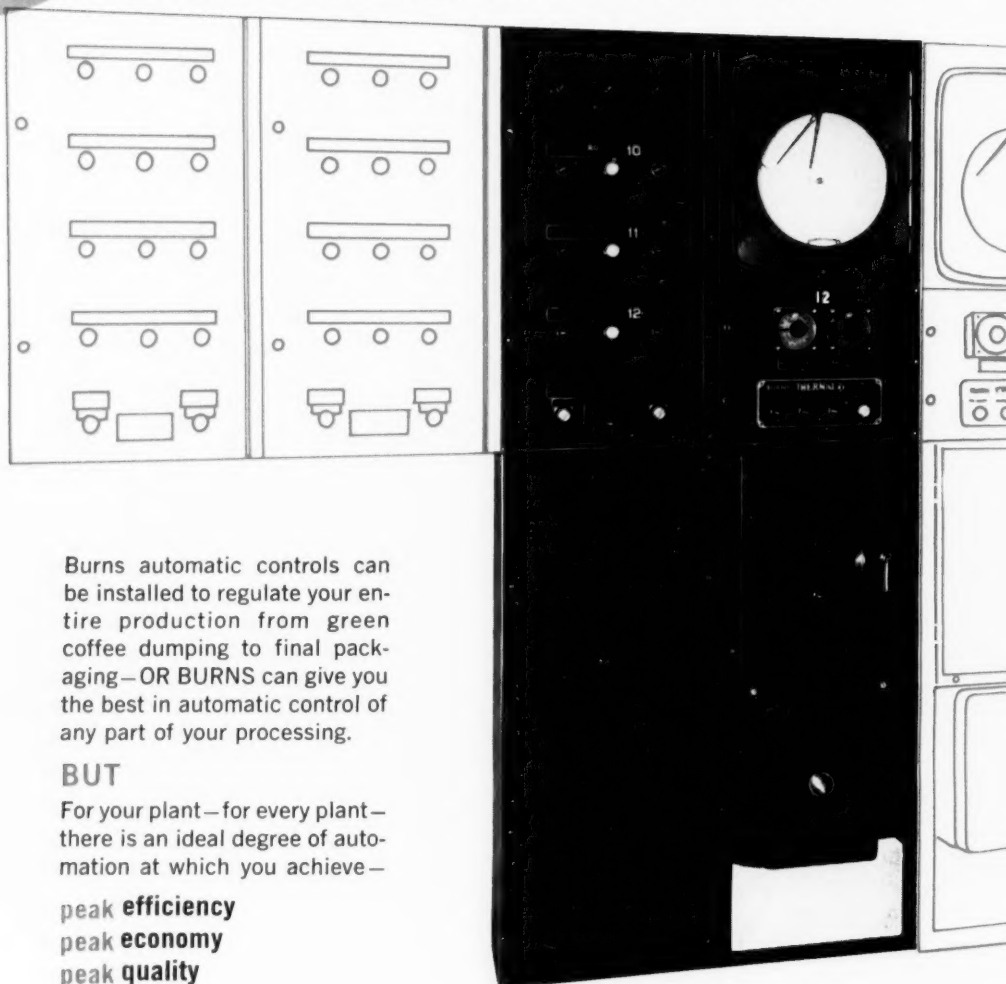
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If your present use of automatic controls falls short of this, you are not getting full value on your present investment.

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600 WEST 43rd STREET • NEW YORK 36, N.Y.

the revolution in airline coffee

**fresh-brew coffee aloft is spreading with the jets,
pushing out pre-brew jugs—and consumption is rising**

Pressure-brew coffee is taking to the air. The aroma of coffee-in-the-making is stealing from the galleys of our biggest, newest airliners as they jet through the quiet blue yonder.

Airborne pressure-brew coffee is new—not much over two years old. Before that, the almost universal pattern was to pre-brew the coffee and put it aboard the plane in thermos jugs.

Airline executives were not happy about this. For one thing, it was often four or five hours before the beverage reached the passenger. As a result, airline coffee in general did not have too happy a reputation.

For another, weight-conscious airline people were uncomfortably aware of the poundage and space taken by thermos jugs. And with jet planes on the way, carrying more people, more jugs would be needed.

As a result, a revolution in airline coffee is underway. Pre-brewed jug coffee is on the way out. It is being replaced by coffee made in flight in built-in pressure brew machines.

Every one of five top airlines checked by COFFEE & TEA INDUSTRIES said its new jet planes have pressure-brew coffee-makers.

On some of the lines, the change-over is almost complete. Jug coffee is found only on smaller, older planes.

The drastic shift to fresh-brew in-flight coffee has had a decided effect on consumption of the beverage, in every one of the operations checked. The effect is a simple one: passengers are drinking more coffee. They are asking for seconds and even for thirds.

Why? Airline executives in charge of food—executive chef, dining service manager, or whatever the title for the particular company—are in agreement on one thing: passengers drink more fresh-brew in-flight coffee because it tastes better.

The aroma of the brewing coffee—and of the beverage in the cup—also helps, most of the airline food executives agree.

The increase in consumption is, in some instances, startling. One hostess reported that on a typical Los Angeles-New York non-stop flight, the number of cups served increased more than 50% after a fresh-brew coffee-maker was installed, replacing jug coffee.

Behind the revolution in airline coffee is the development of pressure-brewing. This is the technique, nurtured by the automatic vending industry, which is the heart of most of the fresh-brew coin machines now in the field.



An American Airline hostess aboard a jet-powered ship presses the black button which sets the pressure-brew coffee machine going. It brews eight cups in three minutes from ground coffee.

In principle, this kind of brewing is simple. Very hot water is pumped under pressure through ground coffee. All it takes is the correct temperature, the right pressure, the proper amount and grind of coffee, and a few other factors which have to be on center.

But done right, pressure brewing can make good coffee, and make it fast.

The break-through in pressure brewing as applied to airplanes came only a few years ago. Trans World Airlines installed a pressure-brew coffee-maker aboard its Super-G Constellations. It was produced by the Huggins-Young Coffee Co., Los Angeles roasters.

This 25-pound unit uses the plane's hot water system, force feeds the water through the coffee grounds, and gives the hostess control over the strength of the coffee she serves.

Since the Huggins-Young unit went into service, the



ROBUSTA COFFEE

from

IVORY COAST

- Increasingly popular because of uniform blending quality.
- Quality assured through modern preparation.

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P.O. BOX 1399, ABIDJAN

IVORY COAST, FRENCH W. AFRICA

United States Representative

French Overseas Territories Division

Commercial Counselor to the French Embassy

610 Fifth Avenue, N. Y. 20, N. Y.

CI 5-7974

Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

Pressure-brew technique opens way for airline break-through

swing to pressure brew in the airships has been sweeping. Within two years, maybe three, when all the big fleets are in jet, pre-brewed jug coffee will be a thing of the past on the big planes.

Some jug coffee will persist, probably, on the smaller lines and the older ships.

In the past, pre-brewed coffee was *almost* universal. There was an exception, a notable one. Pan American World Airways from the start prided itself on its coffee. Even way back in 1937 Pan American was fresh-brewing aloft in the old Martin Flying Boats, using drip-type restaurant urns. Pan American is still using urns on its piston planes, but the new jets have pressure brewing.

It's significant news to coffee that passengers are asking for seconds and thirds on cups of the fresh-brewed beverage. Airline food service is big business, and it's getting bigger.

Passenger volume is expanding. The year 1958 was not the best for airlines. Totals were a shade under the 1957 totals; still they were over 15% higher than for 1956, and more than 27% over 1957.

Moreover, airlines are doing better this year than last. American, as an example, chalked up 20% more passenger business this July than a year ago, although this was probably more of a jump than for the industry as a whole.

Pressure-brew devices being built into the jets are basically similar. Several lines are even using machines made by the same manufacturer, but adapted to fit the needs of specific ships.

American figures that the total cost of the pressure-brew machines for the 110 jet planes it expects to have in operation by 1962 will cost \$400,000.

That breaks down to \$1,316 per machine. There are two on each Boeing 707 and three of them on each Electra. This total, incidentally, does not include development, prototype and testing costs.

American says it took two years for its engineers, headed by William Gribbens, to develop the unit, which is made by the REF Manufacturing Co., Mineola, L. I.

The machine brews eight cups every three minutes. Separate coffee blends have been prepared for locations where the chemical content of the available water varies. Only the water itself is placed on the jet-powered plane at each major city where it lands. The water supply is in two 43-gallon tanks above the ceiling.

Ground coffee for American's coffee-maker is pre-packed—3-1/5 ounces in a high temperature polyethylene bag. The stewardess gently rolls this cartridge, to loosen the coffee, and puts it in a cannister which fits into the coffee-maker.

A standard Cory coffee server is inserted into a retaining clip under the canister. Unless the server is in place, the coffee-maker won't operate.

The stewardess then punches a black button, and the three-minute cycle starts. Simmering water, just below the boiling point, is forced through the cartridge. At ground level, the simmering point is 196 degrees, but jet plane cabins are pressurized at 8,000 feet, and the water is therefore at 190 degrees.

When the coffee beverage stops streaming into the server, the stewardess removes the cannister, discards the used cartridge and puts in a new one. She replaces the cannister,



TWA hostesses making coffee aboard a Super-G Constellation with the Huggins-Young device which paved the way for pressure brewing aloft.

puts a new server into position and punches the button. The machine then starts another three-minute cycle.

What the machine produces each time is about 56 ounces of beverage from the 3-1/5 ounces of ground coffee in the cartridge. This is at the approximate rate of one pound of coffee to 2 1/2 gallons of water.

A warming unit keeps the coffee in the servers at the proper temperature, until the stewardess can take it to the passengers.

The same unit also dispenses hot water, at the press of a red button (for example, to brew tea); or iced water, at the punch of a green button.

Achieving this versatility wasn't easy. It required valves and pumps to maintain proper flow of water through the coffee at the same time that water was being drawn off for, say, tea. It also required a tray for dry ice next to the drinking water tank, and insulation between this and the water heating section.

If a pump breaks down, valves allow the flow of water to be controlled manually. Built-in controls allow the entire unit to be tested "dry" by the maintenance department.

American's REF-made coffee brewer is compact. It is roughly six inches wide, to two feet high and 18 inches deep. It weighs 55 pounds, and fits snugly into its position in the plane. Yet it can be removed quickly and easily for servicing, or for interchange with another unit.

American, concerned with the quality of its coffee beverage, consulted with The Coffee Brewing Institute early in the development of the device.

For hours airline catering representatives and CBI people tested the output of the first version of the coffee-maker. Each brew was charted on CBI's Coffee Brewing Control Chart. After many attempts, beverage meeting CBI's specifications for strength and extraction was produced consistently.

During the development stage, considerable time was spent determining answers to specific problems, American says. For example, with how much force should water be sent through the coffee? What should be the number and

(Continued on page 42)

Better Brew: How a brand pokes deadly fun at "more cups"

quantity or quality?

New Manning's Coffee campaign tells consumers it's not number of cups but beverage that counts . . .

By A. C. GLOVER, President
Manning's Coffee Co.

Few today would argue that the appeal to economy has become a major—perhaps even the dominant—theme of coffee advertising as a whole. Brand after brand has hopped aboard a kind of bargain bandwagon, claiming to "go farther," "last longer," "yield extra measures," and so on.

Such advertising can only serve to bemuse and confuse the public with regard to the true measure of coffee enjoyment. In other words, through encouraging the tendency to judge coffee by quantity rather than quality, roasters are pursuing an ultimately self-defeating course, since improperly brewed coffee is bound to render less than full satisfaction—and as satisfaction decreases, so too in the long run must regard for the beverage in general.

These, in any case, are some of the thoughts behind our new advertising campaign for Manning's Coffee. In a series of newspaper ads, currently appearing in the Portland *Oregonian* as a starter, Manning's is pursuing "An Inquiry into the Fuss and Feathers over the Matter of More Cups to the Pound"—and in so doing, is proposing a "Golden Renaissance of the Glorious Age of Coffee" by inviting readers to "make pleasure the measure" of their next cup of coffee.

The format and technique of the ads, which depart sharply from what might be considered "conventional" coffee advertising, purposely strive for the unusual in order to emphasize and harmonize with the usual nature of the theme. Illustrated with tongue-in-cheek drawings which imitate the woodcuts of the early West, each ad uses up to 250 words of copy and is "signed off" with a newly designed reproduction of the Manning's Coffee can, also rendered in a woodcut style. The copy, in developing the pleasure theme of coffee evaluation, openly pokes fun at "the current whoop-de-do over squeaking extra cups from the pound."

Nevertheless, the underlying motives of the campaign are considerably more serious than its light-hearted, entertaining tone might suggest. Humor is used because it is an effective means of attracting attention and compelling interest, and because it provides the right climate for pointing up the absurdity of certain claims and

H. A Further Inquiry into the Fuss & Feathers Over "More Cups to the Pound!"



**"Folly!"
croaked the
Fainthearts...**

when we of Manning's Coffee drew a bead and fired on the current whoop-de-do over squeaking extra cups of "coffee" from the pound. You can't fight city hall, buck the trend, etc., they droned.

☞ But since we took our stalwart stand for pleasure as the only measure of coffee, Westerners everywhere have rallied to our call! Forsooth, dear reader, a Golden Renaissance of Coffee has commenced!

(Steepers, Drippers)

☞ Glorious news! Because frankly, we've missed those free, unlettered yesterdays when coffee roused Westerners to spirited debate. Not over quantity, but quality—and valid points of preparation.

☞ For unlike Manning's Coffee itself, opinions do vary—or should. Why, to this day among Manning's devotees, you'll find your steepers having it out with your drippers, your glass pots knocking your aluminums and so on—each convinced no other method does full justice to our forthright

Western blend!

☞ Now at this point, the fainthearts grow fainter yet. Don't enter the fray, they darkly warn—pretend anything goes, so long as the coffee is Manning's.

(Issues & Guides)

☞ Dear reader, you know as well as we do you'd never believe that weary claim. Besides, what sort of coffee people would we be to duck these burning issues?

☞ The coupon at left, then, brings you free from us a fearless little booklet called "Your Guide to a Perfect Cup of Manning's Coffee." Highly opinionated, we don't mind saying, with our own emphatic convictions on perfect coffee preparation, can to cup.

☞ Meanwhile, you'd best lay in a good supply of Manning's Coffee, the blend that makes pleasure the measure of value. For it's an old Western adage that says, "She who would count the cups would not do well to count upon the coffee in the cups." So send in now.

Attaching coupon brings you free our guide to coffee perfection. But please cut carefully around the scallops. Neatness counts!

Manning's
Coffee Company
501 BATTERY STREET
SAN FRANCISCO, CALIF.

Name _____
Address _____
City _____
State _____



© 1934 MANNING'S COFFEE COMPANY

The second ad, shown much reduced here, in the Manning's series.

COFFEE & TEA INDUSTRIES and The Flavor Field

counter-claims currently rampant in much coffee advertising.

Specifically, then, the campaign is aimed at the consumer who would think independently—at making him pause, if only for a moment, to think anew about coffee, about its preparation and its place in his life. After all, World War II, when a pound of coffee had to be stretched far beyond its capacity, is over; but apart from the Pan-American Coffee Bureau's institutional campaign, there has been precious little effort to bring the consumer back to the old standard of 40 cups to the pound.

Practically nobody is going to take issue with the statement that a great deal of coffee, as it is brewed today, simply isn't worthy of the name, and that a whole generation is growing up without knowing—or, worse yet, without caring—what a really good cup of coffee is.

This is most unfortunate, because it squanders one of coffee's strongest competitive advantages among beverages: namely, its traditional place in our American heritage as a symbol of hospitality, good living and companionship. No other beverage holds quite the emotional appeal for Americans that coffee does. As tea for the British or wine for the French, coffee is virtually an institution for Americans. Yet it is far from inconceivable that this powerful appeal could be dissipated. In fact, it perhaps not going too far to say that, in an age which has seen the systematic "up-grading" of so many products, coffee has actually "down-graded" itself—that it has already begun to slip in the intangible qualities which it represents in the public mind.

This line of thinking explains why we have chosen to cast our campaign for Manning's Coffee in an early Western mold. It not only capitalizes on the circumstance that Manning's began—and has remained—a product with distribution confined strictly to the West, but also serves to revive and put to use the nostalgia connected with coffee's highly regarded place in the life of early Westerners.

Is it a "crusade"?

Is this campaign, then, essentially a "crusade"? In the sense that it challenges the logic and demands the rejection of the premise that quantity is the dimension of coffee value, the answer is "Yes." But the crusading aspect stops there. Basically, like any other advertising, the principal purpose of our ads is to sell the product advertised—in this case, Manning's Coffee.

The difference between our campaign and certain others is less one of purpose than approach. It is our contention that while the short view may recommend the promotion of claims to "going farther" or "lasting longer," the long view cannot justify such measures. Privately, at least, no roaster is going to contend that even the world's finest blend can withstand mutilation at the point of preparation. It follows logically enough that brewing is all-important, and it is obviously the roaster's place to insure that his consumer does indeed brew properly.

In this respect, therefore, our current campaign is really only an extension of all Manning's Coffee advertising and promotion that has preceded it. We have always felt a responsibility not only to the public, the coffee consumers, but also to ourselves as coffee roasters,

(Continued on page 29)

Better Brew: How industry rallies country to cause

Honest coffee league launched in war on coffee stretching

A "hot" war on coffee stretching is being declared by the Pan-American Coffee Bureau this fall in a new and unique advertising campaign beginning in September.

With the battle-cry, "More Coffee in Our Coffee or Fight," and bearing banners, broadswords and shields, Knights and Ladies of the Hearty Cup will launch a "crusade for honest coffee . . . coffee with that rich and friendly aroma . . . coffee made with one standard measure of coffee to the cup of water."

"Join the League of Honest Coffee Lovers," the advertisements urge. "Regain the pure pleasure of a richer, better tasting cup of coffee that warms the cockles . . . satisfies the soul!"

The campaign, prepared by Batten, Barton, Durstine & Osborn, Inc., New York City advertising agency, opens with a full-color page facing a black and white page in the September 28th issue of *Life* and the October 13th issue of *Look*.

Combined readership of a single issue of these two magazines is 60,000,000. The schedule calls for 13 insertions in *Life* and nine in *Look* between September and next June.

"We believe these advertisements, with their sprightly and unconventional approach, will enjoy high readership and provoke a great deal of comment among consumers, as well as by editorial writers who frequently bemoan the country's insipid, watered-down coffee," said Charles G. Lindsay, PACB manager.

"Perhaps the one thing that sets this series of advertisements apart most sharply from the usual coffee advertising is the fact that it doesn't treat coffee with heavy-handed solemnity. Instead, it recognizes the fact that coffee—and coffee drinking—is a pretty casual thing to most Americans. In fact, it has become so casual—we drink 390,000,000 cups a day—that we forget we're missing a lot of enjoyment when we make, or accept, a thin, watered-down cup of coffee.

"In spite of its off-beat approach, we believe this 'crusade for honest coffee' will bring to mind again the pleasure to be had from a rich, full-flavored beverage, and encourage a lot of people to go back to it."

Included in each of the new advertisements will be an offer of a "complete Coffee Lovers Kit." For a ten cent "initiation fee" the sender receives a new brewing leaflet entitled "The Secret of Honest Coffee," an official coffee measure, and a certificate of membership in The League of Honest Coffee Lovers.

WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

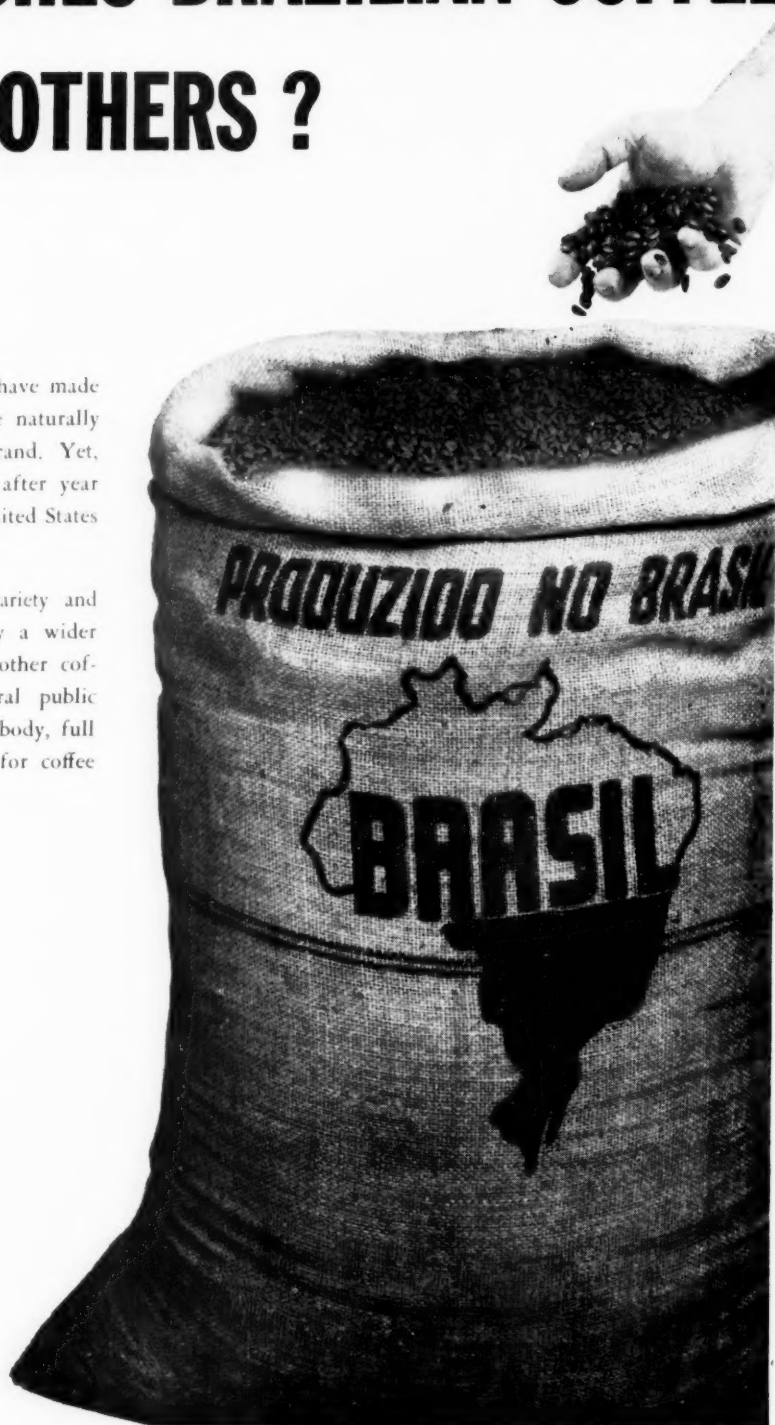
**BRAZILS
ARE
PREFERRED**

The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.

**PROMOTE
BETTER
BREWING**

*Join the industry-wide
campaign for
heartier coffee*





BRAZILS ARE PREFERRED

THE BRAZILIAN COFFEE INSTITUTE

SEPTEMBER, 1959

120 WALL STREET, NEW YORK 5, N. Y.

the strength of coffee

By DR. ERNEST E. LOCKHART, Scientific Director
The Coffee Brewing Institute, Inc.

Strength is a word that has been used in the coffee industry for many years, probably ever since preparation of the beverage became a commonly practiced operation several hundred years ago. Although everyone has a general understanding of what the word means, it is often used so loosely that unwarranted, unnecessary and certainly undesirable confusion has resulted. The Coffee Brewing Institute has gathered information from its own research and that of others which can be used to develop a clearer picture of strength as it relates to coffee and coffee beverage.

The strength of coffee is associated with the chemical compounds in the roasted, ground beans that can be extracted with hot water. Some of these chemicals are volatile and are responsible for the aroma; others are not volatile and are the source of taste. Aroma and taste combined are coffee flavor.

The problem, then, is to find out whether types and varieties are sufficiently different from one another in the amounts of chemicals comprising either aroma or taste to substantiate any claims that one coffee is stronger than any other. Even though some types or varieties of coffee might after roasting appear to have significant positive differences in composition, these differences tend generally to be cancelled in retail roasts because these are blends or mixtures of a number of types or varieties.

In the literature there is not a great deal of data relating to the chemical composition of roasted coffee, and until this report, none at all on blends of coffee sold for home use. Consequently, the data that are presented here must serve only for a preliminary analysis of the problem. As further evidence is gathered, the conclusions drawn will be either confirmed or restated.

Taste materials

Let us consider, first, the amounts of aroma and taste materials that are present in roasted coffee. The taste of beverage is due to the extractable non-volatile materials, which amount to about 30 lbs. in 100 lbs. of coffee. The aroma is due to the extractable volatile materials, which amount only to about three one hundredths of a pound (0.03) lb. in 100 lbs. of coffee. Consequently, the ratio of taste to aroma components is about 1000 to 1. It is much easier, therefore, to talk about taste strength than aroma strength because larger amounts are easier to measure. This point will be discussed later.

Although the water soluble extract of coffee is perhaps the most useful component of coffee to study with respect to taste strength of different types and brands of coffee, the data presented will show more generally the chemical composition of coffee and will assist in the discussion.

The first set of data (Table 1) was reported about 50 years ago. Coffees originating in different parts of the

world were analyzed by the methods available at that time. Although some improvement in analytical techniques has occurred, the data is still useful for comparative purposes. The variation in all of the components measured, with the exception of moisture, reducing sugar and starch, is relatively small. Reducing sugar, which does vary widely, is present in such small proportions that its effect on taste would be negligible. Important taste factors in these coffees, such as caffeine and water extract, vary. The values for caffeine and water extract, vary. The values for caffeine vary from 1.11 to 1.30% (a variation of 16%); 21.74 to 23.08% (6%) for water extract. These variations are small enough to permit the conclusion that *at total extraction* the taste of beverage would be quite similar. Certainly none of these coffees would be dominantly stronger in taste than any other. The differences in blends would be much less.

At this point, when relating data on chemical composition to taste effect, it must be remembered that a change in amounts of chemicals in an extract like coffee beverage would have to be about 15% before any difference at all could be recognized.

Recent data

From an excellent, modern study of Indian Arabica and Robusta coffee by the Government Laboratory, a very similar set of data has been reported (Table 2). In this case, it may be concluded that there may be a difference in the caffeine content of the two coffees, although the variation in individual samples of each is so great that the ranges of values do overlap.

The difference in water extract is much less. Differences in individual samples in both cases are such that taste of beverages prepared from them could be differentiated. However, taste differences would be apparent only at a local level and not in a broad commercial sense.

The Coffee Brewing Institute recently analyzed 13 retail brands of roasted vacuum packed coffee. The results of the study (Table 3) are very similar to those shown in the other tables. The 13 brands are not greatly different in water extract content or in caffeine content. Chlorogenic acid, which is an important contributor to taste, does show a wide variation in concentration and is so large a fraction of the total water soluble material that it might be responsible for different tastes among the brands. Chlorogenic acid is bitter, as is caffeine. When bitter taste in coffee is considered as a composite effect of all the bitter components in the extract, variations again tend to be balanced out. For example, Brand E had the highest chlorogenic acid content but one of the lowest caffeine contents; Brand C had a high proportion of both chlorogenic acid and caffeine; Brand K had the lowest proportions of both chlorogenic acid and

caffeine. Perhaps K would yield a milder beverage than either of the other two.

One of the major features of this analysis is the fact that those brands which tend to promote so-called "stronger coffees"—and therefore stretching—are only about average coffees in terms of these data. They are not distinctive so far as these taste components are concerned. There is no reason to advocate stretching.

Aroma is an outstanding acceptability characteristic of coffee. Because aroma is developed in the bean by roasting, and goes continuously through an infinite number of stages, from none at all to "fully developed," and then reverses to something less than a maximum, depending upon the degree of roast, there is an opportunity for a wide variation, not only in amount of aroma but also in character of aroma.

New method

Using the new gas chromatography method of aroma analysis, it has been possible not only to follow the development of aroma in several varieties of coffee during roasting, but also to analyze the aroma of the 13 brands of coffee previously mentioned. A full report of this work will be published as soon as possible.

The data show that in different coffees and brands the aroma is measurably different. Some coffees do contain more aroma than others; some coffees then do have a "stronger aroma" than others.

Stronger aroma then, is a feature of coffee that should be promoted, because aroma is very definitely desirable. It should not, however, be promoted in such a manner that the consumer is educated to dilute it by stretching. Stretched or watered beverage contains no aroma or less than it could have if it were properly prepared. Exclusive stretching of coffee which has fine aroma makes it similar to and indistinguishable from other coffees that have poor or very little aroma. Actually, the roaster who recommends stretching wants his coffee used in such a manner that it will be no better than the poorest grade of coffee on the market. This is a very interesting type of marketing philosophy.

Aroma: average

Here again, however, there was no evidence that those coffees being promoted as stronger had more aroma than any of the others. They were not particularly distinctive in any respect and could be classified as average. Watering or stretching these coffees certainly would not help to win brand loyalty.

The strength of coffee, then, must be thought of from several points of view. First, the taste strength, which because of natural limitations may not be too different in commercial varieties, should be regulated by formula and proper brewing procedure to avoid excessive over-extraction and bitterness. Second, the aroma strength, which is governed by the roaster, should be made as great as possible, because there is no known case of a consumer complaining because of too much aroma; the major complaint is lack of aroma. Third, aroma strength in beverage is fully realized and at its highest level when proper brewing procedures are followed. Fourth, improper brewing procedures dissipate aroma strength. Fifth, stretching dissipates both aroma and taste strength.

All of which adds up to the fact that there is no logical reason for stretching and depriving the consumer of the pleasurable experience of drinking fine beverage.

SEPTEMBER, 1959

Better Brew: How research lowers boom on "more cups"

Table 1

Chemical Analysis of Roasted Coffee

	Santos	Puerto Rico	Guo	Mocho	Java	Average	Range
Water	1.53	1.34	2.07	2.43	3.38	2.16	1.29 - 3.44
Protein	12.45	11.08	11.09	11.11	13.15	12.00	10.00 - 13.75
Caffeine	1.10	1.30	1.13	1.11	1.26	1.20	1.00 - 1.34
Pet. Ether extract	14.09	13.49	13.31	14.83	12.51	13.75	12.28 - 15.13
Reduced Sugar	0.60	0.36	0.09	1.38	0.47	0.75	0.32 - 1.78
Starch	1.87	2.12	2.30	2.33	2.71	2.30	1.00 - 3.34
Crude Fiber	13.05	12.43	12.25	13.08	13.03	12.95	11.02 - 14.70
Ash	4.09	4.08	3.90	3.90	4.14	4.03	3.74 - 4.36
Water Extract	21.74	22.89	22.34	22.82	23.10	22.63	20.47 - 24.41

All values given as per cent. Data for each variety averages for three samples. Range includes all data. Adapted from: Winton and Winton, *The Structure & Composition of Foods*, 1939; John Wiley, New York City.

Table 2

Chemical Analysis of Indian Arabica and Robusta Coffee

	Arabica		Robusta	
	Average	Range	Average	Range
Ash	4.18	3.70 - 4.60	4.45	4.10 - 4.70
Nitrogen	2.52	2.20 - 2.80	2.83	2.30 - 3.10
Protein	13.62	10.10 - 15.00	14.86	11.00 - 17.00
Caffeine	1.19	1.00 - 1.64	1.48	1.16 - 2.09
Pet. Ether Extract	14.6	11.4 - 17.5	9.92	8.40 - 11.60
Crude Fiber	17.3	14.6 - 22.2	17.1	14.3 - 21.3
Tannins	2.33	1.60 - 4.14	2.93	1.80 - 5.58
Water Extract	29.3	26.3 - 32.9	29.9	28.1 - 31.7

All values given as per cent. Data from 40 samples of Arabica and 20 of Robusta. From: *Chemical Composition of Indian Coffee*, Subramanyam V., et al. *Indian Coffee* 18, No. 9, 195-191.

Table 3

Chemical Analysis of 13 Brands of Roasted Vacuum Packed Coffee

	A	B	C	D	E	F	G	H	I	J	K	L	M	Average	Range
Moisture	2.40	2.30	3.05	1.97	1.90	2.90	2.55	1.80	2.25	1.25	1.40	2.90	1.90	2.32	1.2 - 3.1
Ash	4.33	4.22	4.26	4.23	4.20	4.20	4.20	4.20	4.20	4.20	4.20	4.20	4.20	4.20	4.20 - 4.2
Protein, total	13.1	11.8	13.2	11.97	11.5	12.5	12.3	11.0	12.8	12.8	12.8	12.8	12.8	12.8	11.0 - 14.0
Protein, soluble	1.08	0.78	1.34	1.43	1.32	1.26	1.08	1.08	1.40	1.40	1.40	1.40	1.40	1.40	1.08 - 1.58
Protein, insoluble	0.48	0.30	0.62	0.35	0.32	0.42	0.30	0.30	0.40	0.40	0.40	0.40	0.40	0.40	0.30 - 0.62
Nitrogen	2.33	2.30	2.90	2.37	2.31	2.35	2.30	2.25	2.38	2.31	2.31	2.31	2.31	2.31	2.25 - 2.90
Crude Fiber	18.2	20.8	18.8	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2 - 18.2
Water Extract	29.9	29.9	29.9	29.9	29.9	29.9	29.9	29.9	29.9	29.9	29.9	29.9	29.9	29.9	29.9 - 29.9
Caffeine	1.02	0.80	1.17	0.99	0.95	1.18	0.97	0.92	1.22	1.07	1.08	1.08	1.08	1.08	0.80 - 1.18
Chlorogenic acid	4.95	4.92	4.98	4.92	4.91	4.91	4.94	4.91	4.91	4.91	4.91	4.91	4.91	4.91	4.91 - 4.95
Phosphate	12.7	12.8	12.8	12.8	12.8	12.8	12.8	12.8	12.8	12.8	12.8	12.8	12.8	12.8	12.8 - 12.8

All values given as per cent. Data for each brand averages for three one-pound cans. Range includes all data. From: *Coffee Brewing Institute Research*.

the coffee outlook in Brazil

How does the coffee exporter in Brazil measure up the coffee situation there? Here is one answer, as seen by Marcellino Martins Filho Exportadora S. A., Rio de Janeiro. It is from a newsletter designed to give people a more precise picture of the market.

The 1959/60 exportable coffee crop is generally estimated in Brazil at 30,000,000 bags of 60 kilos. The official appraisal, broken down among the various producing states, is as follows:

Parana	11,500,000 bags
Sao Paulo	11,300,000
Minas Gerais	3,500,000
Espirito Santo	1,600,000
Goiás	750,000
Estado do Rio	230,000
Bahia	80,000
Mato Grosso	50,000
Pernambuco	40,000
TOTAL	29,050,000 bags

The difference between the two estimates is in the figures for the states of Parana and Sao Paulo. The general estimate for Parana is more than 12,000,000 bags, and for Sao Paulo about the same.

There are also some private estimates which raise the total for the crop to 32,000,000 bags.

Brazil's normal exporting possibility for a single crop season is not more than 18,000,000 bags, or at the most 19,000,000. This means that a substantial withdrawal, in at least the same proportions as for the last crop, is necessary in the present circumstances to re-establish statistical balance.

The withdrawal has to go as high, therefore, as 40% of the new crop. This is "excess quota," which is to be divided into two classifications, 30% for internal consumption and a 10% "purge" quota for industrial utilization.

But for such a substantial withdrawal considerable financial resources are necessary. This has to come from the exchange plan, which provides for the payment of premiums on the purchase by public auction of foreign exchange for imports.

The government has decided to buy the 40% excess quota on the following basis:

(1) From districts of good cup coffees, at Cr. \$1,950 per bag; (2) Rio coffees, Cr. \$1,550 per bag; (3) for the purge quota, Cr. \$200 per bag.

Thus, 60% of the crop remains to be exported and will be forwarded to the shipping ports in a disciplined way, as with the last crop, in accordance with regulations covering movements from the interior. These regulations set port stocks at the following limits:

Santos—2,500,000 bags; Paranagua—2,500,000; Rio de Janeiro—1,800,000; Victoria—350,000; Angra dos Reis—200,000; Niteroi—180,000.

It was not necessary to fix stock limits for the ports of Bahia (Salvador) and Pernambuco (Recife) on account of the small production in those states.

Regarding the new crop, a measure of the greatest importance was taken by the government. The coffee dollar was raised from Cr. \$60, the rate in effect since January, 1959, to Cr. \$76, with the purpose of granting to coffee growers better remuneration.

However, in order to attain this objective, the government decided to take some measures for internal financing to prevent a Cr. \$16 devaluation in the coffee dollar, resulting in a price fall in the international market. The government therefore moved to provide ample financing in the interior, through official and private banks.

Because of the overproduction, prices in the international market are low—in spite of the withdrawals called for by the current Latin American Agreement, which runs to September 30th. But nobody thinks there is any interest in still lower prices, on the part of consumers or roasters.

Compared with price levels frozen by the U.S.A. during the Korean war, we see that present prices are about half what they were then. If Brazil and the other countries participating in the Latin American Agreement passively permit the anonymous pressure of the market to go on, without any kind of control, a grave social situation might develop. Coffee is important in the various economies, not only because of the money farmers receive as the fruit of their labors, but also for the foreign exchange that coffee, as a "cash" crop, represents in the balance of payments.

On the part of Brazil, the tendency of the official policy is neither a valorization—which would be incompatible with the present statistical situation—nor a defense of the market. Rather, the policy represents action toward the stabilization

(Continued on page 32)

Trade Roast

By DOUGLAS WOOD



"... and if you find any black beans, I'll eat my hat!"



PHOTO COURTESY UNITED FRUIT CO.

High grown — for high flavor

The coffee growing areas in Guatemala's highlands produce a coffee unequalled in flavor and aroma anywhere in the world. More and more U. S. roasters are turning to Guatemalans to give their blend that extra flavor, aroma and mildness.

If these are the characteristics you want for your blend, switch to Guatemalans.

Bulletin #4 is off the press and ready for distribution. Write for your free copy, today.

SEPTEMBER, 1959

Guatemala Coffee Bureau

111 WALL STREET
NEW YORK 5, N. Y.

Telephone:
BOWling Green 9-6616-7
Cable: GUATCOFFEE

Marketing

advertising . . . merchandising . . . promotion

Hills Bros. pours record coupon mailing

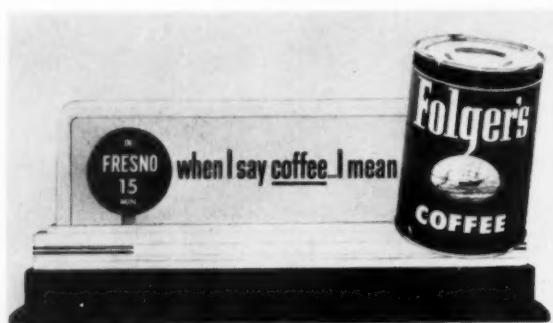
into Chicago; total coverage is aim

Hills Bros. Coffee, Inc., San Francisco, has saturated the Chicago market with what it describes as the "largest coffee coupon mailing in Chicago history," according to Advertising Age.

In an effort to retain its position as the largest selling regular coffee here and to regain some of its share of market lost to J. A. Folger & Co., Hills Bros. mailed more than 2,153,000 coupons to every household in the 16 counties which make up the Chicago metropolitan area, AA said.

T. Carroll Wilson, vice president and director of advertising, said the promotion was a 100% mailing, the biggest direct mail couponing in Hills Bros.' history.

The coupons offered coffee drinkers 25¢ off on the pur-



Viewer impact, plus service to the motorist. These two objectives of its outdoor painted bulletins have succeeded so well, J. A. Folger & Co., through its agency, Fletcher Richards, Calkins & Holden, Inc., is expanding the program into six western states: California, Oregon, Washington, Utah, Idaho and Arizona. Bulletin shows driving time to next town.



This poster won for Gulf City Coffee Co., Pensacola, Fla., second prize in seventh annual local outdoor advertising contest. Owner George D. Holland took his advertising agency's recommendation to throw entire advertising budget into a three-month schedule of No. 100 poster showings, to meet intensive national competition. Mr. Holland says sales improvement came within the first month, and outdoor program will continue.

chase of one or two-pound cans of regular Hills Bros. Coffee.

The mailing was backed with color page ads in 16 newspapers plus 35 spots weekly for two weeks on five or six radio stations.

N. W. Ayer & Son, San Francisco, is the agency.

Bon Jour Instant Coffee promoted

by huge spectacular in Cleveland

What outdoor Advertising, Inc., says is the world's largest coffee spectacular has made its debut in downtown Cleveland. The spectacular was conceived by the Lustig Advertising Agency, Cleveland, for the Don De Corp. and was executed by Central Outdoor Advertising Company, Inc., Cleveland.

The first display of its type, and the world's largest in its classification, it measures 26' x 71'6". A two and one-half story 3,800-pound jar of Bon Jour Instant Coffee and an 8'9" x 20' steaming cup of coffee were fabricated by Tobin-Craft in Fiberglas with a resin plastic base.

The steam from the cup is furnished by a 75 k.w. electric boiler. Cut-out wood block letters, six feet high, on the top of the board, spell out the company's trade name.

Uniform lighting by 20 flood lights—of 750 watts each—affords high night-time visibility.

North Woods to put 7¢ in cash

in each can of ground egg coffee

This fall the North Woods Coffee Co., Chicago, which says it is the nation's first processors of instant and ground coffee with whole fresh eggs, will launch a completely new promotion.

The company will put a bonus of 7¢ cash in every pound of their ground egg coffee. A nickel and two pennies will be skin-sealed to a card with a message telling the consumer she gets 7¢ extra value in each pound of North Woods egg coffee.

Fred D. Montgomery, North Woods general manager, states this is the first time that a coffee manufacturer has packed cash directly in the product.

The cash-in-the-can offer will be promoted in daily and weekly newspapers in the 52 midwestern cities where North Woods coffee is sold, and in the coffee and food trades.

A unique mailing of 750 handmade "nests" containing a "nest egg" of 7¢ is being sent to the trade in ten Midwestern states to call attention to the cash-in-the-can promotion. Enclosed in the nests is a reminder to the retailers that this promotion can be a "nest egg" for them if they "don't sit on it."

Mr. Montgomery reported that as the first coffee manufacturer to put 7¢ in actual cash in a can, they met with many unforeseen production problems. It proved impossible to locate one single source for the more than 1,000,000 new pennies and 700,000 nickles required. The Ames Bag & Paper Co. of Selma, Alabama, which packaged the coins, finally sought the help of the regional Federal Reserve Bank System to procure the coins from the U. S. Mint.

Because not enough new nickles were in circulation, the packaging company had to wash thousands of the five-cent pieces before sealing them to the cards.

To insure the coins would never touch the coffee, the recently developed process for skin-sealing with polyethylene

Have businessmen met their obligation in public affairs?



SEPTEMBER, 1959

American Can Company believes more can be done by business leaders to strengthen our economic system and protect our American way of life. Here is our program:

Business, large or small, operates in a world in which powerful forces are at work marketing ideas that undermine our political and economic system. The public is being hoaxed into believing that the nation can consume more than it produces, that our standards of living can be increased by restricting output and reducing hours of work, and that the "good life" is a life of irresponsibility. The belief is fostered that through taxing and spending a more powerful central government can take care of everything.

We believe management leaders must find a way to put industry in its true perspective, and to convince the public that our principles and methods are in the interests of everyone, not just a few.

Our program of information and education:

FIRST—we encourage everyone in our management to discuss and take a firm stand on issues that directly affect the welfare of our nation, our company and its people.

SECOND—we let every employee know exactly what we stand for, and why. We provide them with a constant flow of facts and viewpoints. We are hopeful their good sense will lend support to our ideas.

THIRD—we give our managers the opportunity to study political processes and learn the art of practical politics. We urge them to take an active role in local politics in the party of their own choice—on their own time, at their own expense.

FOURTH—our views on important issues are made known in full detail to the top management people, who have been designated as company spokesmen. After careful study of these views, they give their own conclusions to the Congressmen and Senators representing those areas where Canco facilities are located.

We believe such a program is good—good for business, good for people in business, good for the nation. We hope you will realize its importance and, if you have not already done so, we suggest that you instigate similar action in your own organizations.

CANCO

American Can Company

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—COFFEE EQUIPMENT

A comprehensive, 42-page booklet, this catalog of coffee equipment has information, specifications and illustrations on coffee urns, urn batteries, gridded risers, coffee carriers, iced tea urns and decanters, plug-in coffee stations, and equipment parts and accessories. Cecilware-Commodore Products Corp., 199 Lafayette Street, New York 12, N. Y.

2—COFFEE ROASTERS

This eight-page illustrated bulletin describes coffee roasting machinery made by Maschinenfabrik Ferd. Gotthardt, Germany. Details include methods of heating, data on the roasting itself and information on equipment for entire coffee plants, from raw coffee handling to packaging. Ulbeco, Inc., 484 State Highway 17, Paramus, N. J.

3—ELECTRIC COFFEE ROASTERS

This four-page illustrated bulletin describes electric coffee roasters with capacities from one pound or less, for sampling, up to 480 pounds. Included are details on an electric infra-red continuous roaster. Puerto-Rico Manufacturing Corp., Hato Rey, Puerto Rico.

4—COFFEE BINS

This bulletin is a fact sheet on Burns True-Flow Bins. It describes the use of the bins in the plant operation, and tells about the features of the bins, and various sizes. It makes clear why True-Flow Bins overcome particle separation in ground coffee. Also described are coffee cars, for bean coffee and the ground product. Jabez Burns and Sons, Inc., 600 West 43rd Street, New York 36, N. Y.

5—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

SPICE MILL PUBLISHING CO. 106 Water St., New York 5, N. Y.

Please send me the following booklets:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Firm Name

Street Address

City and State

Signature Title

22

was utilized for packaging and sealing the coins before enclosing them in the coffee cans.

It was also found that the banks in Selma, Alabama, did not have enough vault space, so extraordinary arrangements had to be made for storing and guarding the coins, totaling over \$50,000.

Involved legal and insurance problems had to be solved before the cans containing the cash could be shipped from the East Coast, warehoused in the Midwest and finally delivered to the grocer's shelves.

After more than a year's experimenting with egg coffee recipes, the North Woods Coffee Co. developed and marketed their instant egg coffee in 1956, and put the ground egg regular coffee on the market last March.

Prestige campaign slated by Duncan

for Maryland Club entry in new markets

A unique advertising campaign designed to build the "image" of Maryland Club regular and instant coffee as a prestige brand will help support their entry into Minnesota and Colorado this fall.

Duncan Coffee Co., Houston, has announced it is using the prestige approach to build a market for the coffee at a premium price, and thus furnish the retailer an attractive profit margin rather than buy distribution, through price merchandising and deals.

The prestige ads—in which Maryland Club is associated with leading figures of the social world and with top fashion designers—will appear in *The Saturday Evening Post* (full pages in color every other issue), *Look*, *Vogue*, *Harper's Bazaar* and *House Beautiful*. In addition, newspaper advertising and heavy TV schedules in premium night-time spots will be used.

In Minnesota, where the ads will be scheduled with "exceptional frequency and continuity," a new broker-sales program will be used. Previously, direct-selling was considered essential by the firm. Direct selling will be used in Colorado in order to compare costs and results, it was disclosed.

The pattern in Minnesota will be a saturation teaser ad campaign in all media, then a sampling offer for limited time, and finally the sustained "brand image" ad drive.

Duncan is offering point-of-sale and tie-in ads to encourage retailer participation in the introductory campaign.

Duncan's agency, Clay Stephenson Associates, Inc., Houston, said additional fall expansion is planned for Maryland Club after the Minnesota and Colorado introductions.

How much for a cup of coffee?

It's a matter of luck, here . . .

At a coffee bar in Kerrville, Texas, you can tell how much your coffee will cost by drawing a number out of a pot. You may pay any amount up to ten cents and, if you're lucky, the coffee might be free.

The coffee-break game was established at Lehmann's variety store in Kerrville and became an immediate success.

This is how the system works. When a customer orders a cup of coffee, the waitress extends a jar containing disks numbered from one to ten. The customer dips in, then pays the amount on the disk. Occasionally, a free one appears and, most often, the same customer wants another cup to try his luck again.

Coffee consumption in U. S. can be doubled in next 20 years; PACB market potential study shows

Although the United States now uses more than half of the world's green coffee exports, consumption can be doubled in the next 20 years, according to a special study by the Pan-American Coffee Bureau.

By correlating recent population projections and known trends in coffee consumption since 1950, PACB foresees a market potential for green coffee of 41,000,000 bags (132 lbs. each) by 1980 as against the 20,500,000 currently consumed by the U. S. per year.

Three major factors were used as the basis for estimating future consumption: (1) population growth; (2) a continued increase in the daily number of cups drunk per person; and (3) a substantial reduction in the number of cups brewed per pound of regular coffee or per ounce of instant.

The study warned, however, that the full potential could not be realized without vigorous industry promotion of a positive nature.

As to population growth, the study pointed out that by 1980 the number of people of coffee-drinking age—ten years and over—would increase by 37%.

"This is the only factor which promises an automatic increase in coffee consumption in the next two decades," according to the study. "If the other factors remain the same as today, the coffee industry can, by virtue of population gains alone, look forward to an increase in coffee drinking from 397,000,000 cups per day in 1960 to 537,000,000 in 1980. In terms of green coffee useage, this would

mean a rise from an estimated 20,500,000 bags in 1960 to more than 27,000,000 in 1980."

With respect to the second factor, the PACB study reported that there has been a slow but steady increase each year since 1950 in the average number of cups drunk per person per day, "due largely to promotion of the coffee-break." Starting with 2.38 cups in 1950, this figure is expected to reach 3.0 cups by 1960.

"If this upward trend can be continued by adequate industry promotion," the report says, "cups drunk per person per day in 1980 will have reached 3.52. In the aggregate, this would mean a rise from 397,000,000 cups a day in 1960 to 681,000,000, an increase of 72%. Coupled with population increase, this would create a demand for green coffee by 1980 of 34,400,000 bags."

The third key to increased coffee sales over the next 20 years, but the one most dependent on industry and brand promotion for achievement, is the cup-yield rate, according to the study. Consumer research conducted by PACB since 1950 has established that in the average U.S. household today coffee is being brewed at the rate of 64 cups per pound, whereas in 1949 the yield was only 46 cups per pound. The same studies show that an average of 13.8 cups are currently being made from an ounce of soluble coffee.

"If the U. S. public can be re-educated through promotion and advertising to a taste for the full-bodied cup of coffee that was once standard, and if the cup-yield rate can be lowered to even 50 cups per pound for regular coffee and 12.5 cups per ounce of soluble, an additional 6,600,000 bags of green coffee would be consumed," the study states. "Added to the 34,400,000 bags noted above, this gives a grand total of 41,000,000 bags of coffee that potentially could be used annually in the U. S. by 1980."

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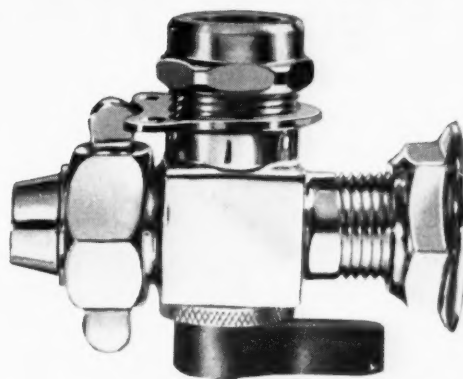
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Minute Maid to acquire Tenco, Inc.; no personnel, product changes seen for soluble coffee operation

Tenco, Inc., one of the world's largest soluble coffee producers, is going to become part of the Minute Maid Corp.

An agreement to this effect was announced early this month by John M. Fox, president of Minute Maid, a leading citrus concentrate firm.

Tenco will become a division of Minute Maid. Terms of the acquisition were not disclosed.

Mr. Fox stated that no personnel changes are contemplated at Tenco and that Edward Aborn, president of Tenco, will become a director of Minute Maid and continue as president of the company's Tenco Division.

Calling the move "a marriage of America's two favorite breakfast beverages, orange juice and coffee," Mr. Fox noted that about 70% of households in the U. S. serve orange juice at breakfast and about 98% serve coffee.

Indicating that conversations leading to today's acquisition had started between the companies as a result of their mutual interest in the development of improved processes and inventions for dehydration of foods and preservation of delicate flavors and aromas, Mr. Fox said that the acquisition was a logical step.

"I believe the merging of the research and development work of these two leaders in the convenience food field cannot help but strengthen the position of both companies," Mr. Fox said.

No change in the marketing of Tenco's products is contemplated, Mr. Fox added.

The Minute Maid president said that it was too soon to anticipate whether a soluble coffee product would be sold under his company's Minute Maid or Snow Crop label.

Mr. Aborn said that "instant coffee and concentrated orange juice are probably the two most spectacularly successful new food items to be adopted by the American housewife in the postwar period. I believe that both products have tremendous future growth prospects and this should be of mutual benefit to both companies."

Tenco's domestic sales in its last two fiscal years averaged about \$35,000,000 a year. In addition, the company has revenues from its foreign operations.

Tenco is a source of supply of instant coffee for sectional coffee roasters and food chains both in the United States and abroad and, in addition, manufacturers and distributors under the Tenco label, a special instant coffee for coffee vending machines.

Founded in 1951, Tenco adopted its name from the ten regional coffee roasters who were its original owners. In 1956, the International Basic Economy Corporation, an international financing and investment company founded by the Rockefeller brothers, became an additional owner.

The original ten companies were: C. W. Antrim & Sons, Inc., Richmond, Va.; Cain's Coffee Co., Oklahoma City; Donovan Coffee Co., Birmingham; Arnold & Aborn, Inc., Linden, N. J.; Albert Ehlers, Inc., Brooklyn; Fleetwood Coffee Co., Chattanooga; W. F. McLaughlin & Co., Chicago; Martinson's Coffee, Inc., New York;

William S. Scull Co., Philadelphia; and John H. Wilkinson Co., Inc., Washington.

Two original member firms were acquired by other companies. Arnold & Aborn, Inc. was acquired by Martinson's in 1953, and the William S. Scull Co. was purchased by the Old Judge Coffee Co., St. Louis, a subsidiary of R. C. Williams & Co., New York City.

Tenco's main plant is at Linden, N. J. Tenco also operates blending and packaging plants in San Francisco; Ajax, Ontario, Canada; and Hamburg, Germany. Tenco participated in the establishment of, and owns interests in, soluble coffee manufacturing plants in Mexico, El Salvador and Guatemala.

Minute Maid, founded in 1945, is the world's largest orange grower, and Minute Maid orange juice is the nation's largest nationally advertised brand of frozen citrus concentrate. The company's sales in the fiscal year ended October 31, 1958, were nearly \$100,000,000.

Minute Maid International Corp., a wholly-owned subsidiary, also has foreign operations. In June, Minute Maid International acquired a minority interest in Jugos Concentrados, S. A., a Mexican citrus concentrator with a processing plant at Montemorelos.

Minute Maid headquarters are at Orlando, Fla. and concentrating plants are at Leesburg, Plymouth and Auburndale, Fla. It also operates fresh fruit packing plants at Fair Villa and Winter Park, Fla.

Through its subsidiary, Golden Citrus Juices, Inc., it operates a citrus concentrate plant at Fullerton, Calif.

Coffee import controls into U. S.

called a dead issue at this time

"At the present time the subject of coffee import controls into the United States is a dead issue."

This comment was made recently by Frederick H. Silence, chairman of the Foreign Affairs Committee of the National Coffee Association, in a letter to Thomas C. Mann, Assistant Secretary of State for Economic Affairs.

Referring to Washington, D. C., conversations with Mr. Mann by NCA President John F. McKiernan and Mr. Silence, the letter said, "We were impressed by the complete absence of any interest in import controls by any of the producing countries."

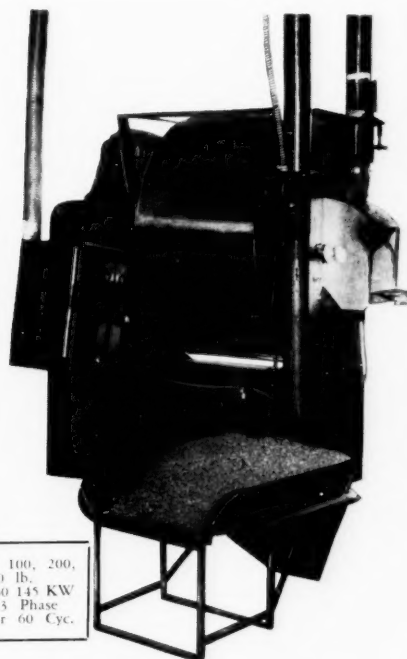
"As far as the American trade is concerned, our Board of Directors had made itself amply clear to the members of the Foreign Affairs Committee that they want nothing to do with the instigation of import controls."

Mr. Mann declared in his reply that "there is no intention at this time to impose import quotas on coffee. If in the future an emergency situation should arise—and we do not foresee that it will—we shall, as always, consult in advance with the Foreign Affairs Committee."

Old Judge buys Thriftway coffee, tea operation

The Old Judge Coffee Co., St. Louis, has purchased the coffee and tea operation of Thriftway, Inc., a leading Pennsylvania wholesale grocer.

The operation is known in the trade under its brand name of Montco.



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On the menu

Developments among public feeding outlets

More coffee-breaks but shorter ones

— that's the trend in the United States

America is moving towards more, but shorter, coffee-breaks.

Results of a new survey to be issued soon by the Pan-American Coffee Bureau will show that 27,000,000 employed and self-employed workers now have coffee-breaks every working day.

Ten million of them have morning-and-afternoon breaks, a substantial increase over the six million who took twice-a-day coffee-breaks in 1956. But today 60% of these workers do not leave their desks or work benches during their coffee-breaks. They have their coffee brought to them.

The coffee-break is more widespread than ever before, PACB's report shows: 77% of all stores, factories and offices now allow it, compared with 73% in 1956.

Two-thirds permit their workers to have their coffee-breaks whenever they wish or according to the work load, while the rest have formal coffee-breaks. Of the latter, 11% allow five minutes, 40% allow ten minutes, 43% allow 15 minutes and 6% 20 minutes.

In 1956, 14% of the factory workers, 26% of the office workers and 52% of the store workers went out to nearby restaurants and eating places for their coffee-breaks. In 1959, only 5% of the factory workers do so,

20% of the office workers and 23% of the store workers.

The two most popular ways of obtaining coffee on the job are to have it brought in from a nearby restaurant or to have someone in the office, factory or store make it. Vending machines, company cafeterias and vacuum bottles furnish most of the rest of the coffee.

The coffee-break is enjoyed by all sections of the population and not simply by employed persons. About 14,000,000 housewives on a typical winter day have a morning or afternoon coffee-break, or both. They drink 29,000,000 cups a day during these hours, or an average of a little over two cups.

Over 2,500,000 retired or unemployed persons and more than 1,000,000 students also have daily coffee-breaks.

Indiana restaurant is first in state to receive CBI's Golden Cup Award

The Downtown Russet Cafeteria, Indianapolis, made news when it became the first restaurant in Indiana to win the Golden Cup Award, presented by The Coffee Brewing Institute for the perfect cup of coffee.

Three Indianapolis newspapers carried stories on the event, and the city's radio newscasts made mention of the coffee brewing award.

Clarence R. Irish, president of the Hoosier Coffee Co. and a member of the National Coffee Association's Hotel and Restaurant Committee, made the presentation to the cafeteria's manager and owner, J. R. Lowell McPherson, who was described as "a firm believer that coffee can make or break a restaurant."

VB

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This is the new automatic electric coffee brewer developed by the Bunn-Omatic division of the Bunn Capitol Co., Springfield, Ill. The unit has disposable filter papers and gravity-drip extraction.

Sweeping Nestle changes move Phillips to v.p.,

Simple to head coffee marketing, Cady to chocolate

Sweeping changes have been made in the marketing set-up at the Nestle Co., Inc. More efficient operations and better service to customers are the twin goals of the new overall program announced by H. J. Wolfisberg, Nestle president. "This dynamic plan will permit the new separate chocolate and coffee marketing divisions to concentrate on fewer products in greater depth," Mr. Wolfisberg stated.

H. K. Philips will occupy the newly created post of vice president-marketing. He will direct and coordinate the activities of the three marketing divisions—chocolate, coffee, and bulk and institutional.

Thomas F. Corrigan is now general manager of the bulk and institutional Division; Donald Cady, vice president, is general manager of the chocolate marketing division; and Alistair Semple, is general manager of the coffee marketing division.

Each group will include sales, advertising, merchandising and product planning functions.

In recent years, Mr. Cady was active in coffee industry affairs. He was a speaker at National Coffee Association conventions, and has been a member of several NCA committees.

The field sales staff handling consumer products has been divided into separate coffee and chocolate groups working under John Fairgrieve, national sales manager for the chocolate division, and George Perlberg, national sales manager for the coffee division.

The coffee division's products will be Nescafé, Nestlé's Instant Coffee, Decaf, Nestea, and Maggi Seasoning and Bouillon.

The bulk and institutional division covers all bulk chocolate and the various products which Nestlé makes and packages for vending machines, soda fountains and restaurants.

Brazil's coffee shipments set August record

The Brazilian Coffee Institute announced that coffee exports in August set a 53-year record for the month, at 2,179,884 bags, boosting the total so far this year to 11,530,410 bags.



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Solubles

Developments among public feeding outlets

Kroger markets 12-ounce instant coffee

The Kroger Company, Cincinnati, Ohio is now marketing a new 12-ounce "giant economy size" package of Instant Spotlight Coffee throughout all areas served by Kroger stores.

It's an ideal package size for family use and a most economical size for the housewife to buy, Kroger emphasizes.

Kroger's Spotlight brand instant coffee is now packaged in 2, 6, 8 and 12-ounce capacity glass jars. Label, closure and jar design is similar for all sizes, providing a family relationship and fast recognition value at point of sale.

Wrap around labels are supplied by Ohio Press Co., Cincinnati; screw closures by Phoenix Metal Cap Co., Chicago; containers by Anchor Hocking Glass Corp., Lancaster, Ohio.

It's liquid coffee in Tasti-Cup

It's liquid coffee in the pushbutton can of Tasti-Cup Coffee now being distributed in the New York metropolitan area by the Sheffield Farms Sealtest Division of the National Dairy Corp.

A dropped line in the story of Tasti-Cup on page 27 of the August issue gave the impression that the can dispensed powder.

The statement by Mortimer J. Kahan, president of the Tasti-Cup Coffee Corp., Brooklyn, should have read: "The consumer has merely to press the aerosol button rather than unscrew a jar top and spoon out a portion of powder."

Founder of Bowen Engineering dead at 73

William Spencer Bowen, one of the country's leading authorities on spray drying and founder of Bowen Engineering Inc., North Branch, N. J., died last month in Muhlenberg Hospital, Plainfield, N. J. He was 73.

Prior to becoming honorary director of Bowen Engineering in 1958, he served actively on the board of directors of the company. He retired from his post of director of research in 1951.

He was born in Hawaii in 1886, and it was there that he became interested in the spray drying of pineapple juice. After his graduation from Oberlin College in 1910, he served as director of Hawaiian Associated Charities until 1917, when he entered the U. S. Army and served as an instructor in the meteorological school of the Army Signal Corps. Following Army service, he entered Columbia University, where he received his degree in mechanical engineering in 1921. Five years later, he founded the firm which bears his name.

During his active, inventive life, Mr. Bowen had over 60 patents issued in his name, many of them concerned with spray drying, but some of the patents spanned an exceptionally broad field.

A licensed professional engineer in four states, Mr. Bowen was a life member of the American Society of Mechanical Engineers and was active in numerous professional and technical societies and organizations.

Surviving are his widow, Esther; a son, William A. Bowen 2nd, St. Petersburg, Fla., and two daughters, Mrs. Elizabeth Morse, Penn Yan, N. Y., and Mrs. Jean Kepler of Pleasantville, N. Y.

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"Mark my word"



By MARK HALL

THE BACKLOG MAN

You've heard of the man who has nothing to do—and no time to do it.

On the job he is the busiest man in the place. But he gets little done.

His desk is so cluttered, it takes him longer to find a reminder than to carry it out.

He never starts until finishing time.

This man complains to his wife if dinner is late, but he never gets home on time. He lectures his secretary if a letter is missing, when it rests at the bottom of the pile on his desk.

He never takes a good look at himself, except in a mirror. He spends a lot of time expounding on the complexities of his job, instead of getting down to the bottom of the pile. At every opportunity he runs from his own confusion to talk with the boss about organizing other men's work against it.

This kind of a man should take a good look at himself—but NOT in a mirror. He should take a good look at the pile on his desk. It reflects him better than a mirror.

He can't run away from this landslide of accumulated procrastination. It would overtake him.

Most men have the ability to shovel themselves out of a mess, but excuses won't do the job.

This type of man is not at all common in the coffee business. Margins are too small to keep him on the payroll.

quantity or quality?

(Continued from page 13)

to set forth the tenet that "coffee is only as good as you make it."

Among various means we have used in striving toward this end is a small booklet entitled "Your Guide to a Perfect Cup of Manning's Coffee," which in several editions has been distributed in a quantity approaching a million. In fact, the second ad in our current campaign offered this booklet and provided a coupon for the readers use in requesting it.

The immediate, warm and enthusiastic response of the trade to our new campaign has been, of course, very gratifying. As for the consumer, it is still too early to assess reaction. We do feel, however, that in promoting the idea that "pleasure is the only true measure of coffee," we are on solid ground—and we stand by our view that only by doing what is right for coffee in general can we hope to do right by Manning's in particular.

SEPTEMBER, 1959

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Crops and countries

coffee news from producing areas

African coffee producers shy away

from Latin American export control plan

African coffee producing countries have decided, in effect, not to join the proposed Latin American coffee export control scheme at this time, according to a report from London.

After a two-day meeting in London, representatives of Britain, France, Belgium, Portugal and Ethiopia decided instead to request the Coffee Study Group in Washington to take measures to promote consumption, study world coffee problems with the aim of reaching a long-term solution and to examine temporary measures to preserve the market's equilibrium.

Delegates from the five countries, representing both official and private coffee producing interests, met at the foreign office at the invitation of the British government.

The purpose of the session was to get a meeting of the minds by the various countries, so that some semblance of a united front could be presented by the African producers at the Washington meeting to consider the control scheme of the Latin American countries.

At the London meeting, each of the five countries presented views on the Latin American proposals and suggested how the weak state of the coffee market could be improved.

The main difference appeared between the views of

Britain and Portugal. After lengthy discussions, a formula was eventually found which proved acceptable to all concerned, but in effect rejects the Latin American proposal, it was reported.

Bigger coffee crops, more exports

seen by industry leaders in Mexico

Mexico's 1959/60 coffee crop will be 30% greater than in 1958/59, Mexican Coffee Institute Director Miguel Angel Cordera predicts.

Gernado Hernandez Ochoa, president of Mexico's National Union of Coffee Growers, said that Mexico will seek to expand its exports by a figure in excess of 100,000 bags yearly, as against the average increase during the past decade of about 70,000 bags per year. To achieve this he said, modern cultural techniques will be used to increase output and improve quality.

Mr. Cordera declared that the next crop should produce 2,100,000 bags compared with 1,650,000 for the previous crop.

Mr. Cordera said the Institute would try to stimulate domestic consumption to absorb part of the expanded crop.

Mr. Ochoa said an official "guarantee fund" of at least 500,000,000 pesos annually will be sought to finance growers and that efforts would be made to enact laws prohibiting adulteration in the home market. Such a law is scheduled to take effect October 1st, he added, but opposition of roasters may postpone its effective date indefinitely.

Mr. Ochoa added that Mexico now produces a bit more than 2,000,000 quintals (100 Spanish pounds) annually.

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With new agricultural techniques, this figure can be tripled "with ease."

Mexico, he said, will not seek to add to "the grave problem of world coffee overproduction," as this increased output is needed for internal consumption. The present estimate that home consumption totals 450,000 bags is incorrect, he emphasized, remarking that only four states contributed adequate coffee statistics. By 1960, he said the Mexican Coffee Institute, will have set up a program to obtain reliable statistics on home consumption on a nationwide basis.

Expect bigger 1958/59 coffee crop in India

More than 46,000 metric tons of coffee is expected from the 1958/59 coffee crop in India, as compared with 43,670 metric tons last year. Higher production is due to a larger output of Robustas.

Although internal consumption rose by 9% during the first half of the year, the exportable surplus will be about 17,000 tons, as compared with 14,500 tons estimated earlier.

Philippines may export coffee by 1966

The cultivation of coffee is one of the fastest growing agricultural industries in the Philippines, and by 1966 the country, at the present rate of development, may be in a position to export the commodity, according to a report released in Manila by the Bureau of Plant Industry.

Only 7% of the area under coffee is in Arabica, the bulk being Robusta and Liberica varieties, the Bureau said.

Standard Brands centers TV efforts

on "Fibber McGee and Molly" series

Standard Brands got a pair of star salesmen when radio's most famous couple, "Fibber McGee and Molly," made their long-awaited transition to television this month, over NBC-TV.

In bringing the new comedy series to a market composed of 44,500,000 TV homes, Standard Brands is concentrating on two products—Chase and Sanborn Instant Coffee and Fleischmann's Margarine. Co-sponsor for the show will be Singer Sewing Machines.

During its 18 years on radio, "Fibber McGee and Molly" became one of radio's outstanding commercial successes, retaining a single sponsor (Johnson's Wax) all that time.

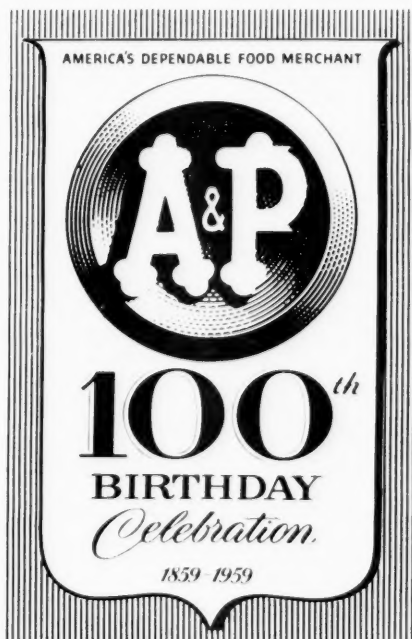
In the new series, Bob Sweeney and Cathy Lewis will undertake the title roles of Fibber and Molly and Hal Peary will return to the role he created on radio as Mayor La Trivia. Although the show will remain faithful to the McGee image established on radio, Sweeney and Miss Lewis are veteran comedians in their own right and will contribute their own personal interpretations to the durable comic pair they'll portray.

The agency for Standard Brands is J. Walter Thompson Co.

Record coffee shipment for Brazil

The all-time record for a month's exports was set in November, 1906, when Brazil exported 2,828,000 bags.

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the coffee outlook in Brazil

(Continued from page 18)

of prices to correspond to statistical stability achieved by withdrawal of eventual surpluses.

In this respect, it might be noted that the government has promised, as it did on the last crop, to buy up any remnants of the 60% market quota not released up to June, 1960, at prices then in force in the market.

International Agreement

It proved impossible to arrive at an international coffee agreement during the last crop season, because African and Asian producers insisted on a basis of export quotas, rather than the retention quotas, proportional to individual production, as preferred by the Latin American countries.

Now the Latin Americans have already agreed on a plan, to take effect when the present agreement expires September 30th, which obliges the signatories to accept inspected export quotas. The quotas would be in proportion to maximum exports in any one season during the last ten years, with a 10% deduction.

According to the June 30th estimate of the United States Department of Agriculture, the 1959/60 world crop available for export is as follows:

Brazil	29,000,000
Colombia	7,000,000
Other American sources	8,682,000
TOTAL, America	44,682,000
Africa	10,078,000
Asia and Oceania	1,360,000
World production	56,120,000

According to the plan proposed by the Latin Americans to the other countries participating in the Coffee Study Group in Washington, D. C., exports during the period of the new agreement—October, 1959, through September, 1960—would be as follows:

Brazil	17,431,000
Colombia	5,969,000
Other American sources	7,441,000
TOTAL, America	30,841,000
Africa	8,274,000
Asia and Oceania	1,157,000
World exports	40,272,000

It is estimated that world imports, in the agreement year ending this September 30th, should reach about 38,000,000 bags. The expectation is that world consumption of coffee will reach 40,000,000 bags next year—since prices are low, the economic situation in the consuming countries is good, and population is increasing. In this way, there would be a balance between the production forwarded to the international market and the volume consumed.

The 1959/60 crop in Brazil started with some delay. However, there was the advantage that the ports were free of stocks still to be liberated, since the government, through the IBC, bought all the coffees still on their way to the ports and withdrew them from the market.

During the harvest the weather was dry, and this always helps the quality. On the other hand, shipping regulations were lifted from washed coffees, and it is expected that this year a larger quantity will be forwarded to the ports, not only from Sao Paulo, as formerly, but also from Parana. Such arrivals will total 800,000 bags, it is estimated.

As is well known, the port of Rio de Janeiro serves almost the entire coffee belt in the south of the country. It exports coffee not only from Minas, but also Parana, Sao Paulo, Goias, Estado do Rio and Espirito Santo.

Free coffee, trading stamps highlight

promotion at Palisades Amusement Park

Free coffee and Triple-S Blue Stamps highlighted a summer-long promotion at Palisades Amusement Park, N. J., sponsored by The Grand Union Co. and The Stop and Save Trading Stamp Corp.

Monday was free coffee day and Friday free stamp day at New Jersey's largest amusement park.

QUALITY COFFEES

BRAZILS

SANTOS • PARANAGUA • ANGRA • RIO DE JANEIRO

CENTRAL AMERICANS

COSTA RICA • GUATEMALA • NICARAGUA • SALVADOR

COLOMBIANS

MEDELLIN • ARMENIA • MANIZALES • SEVILLA • GIRARDOT

W.R. GRACE & CO.

COFFEE & TEA INDUSTRIES and The Flavor Field

Polyethylene-lined cups for hot coffee

vending machines are now available

Tall drink cups lined with polyethylene now are available for vending from the Dixie Cup Division of the American Can Co.

Dixie Cup has announced that its "Mira-Glaze" cup, perfected early in 1958, is being produced in a seven-ounce tall cup with "Vend-a-ramic" designs for automatic merchandising of coffee and other hot beverages.

More than 6,000,000 of the new vending cups have been field tested with complete success, Dixie Cup reported.

The polyethylene-lined paper cup uses no glue, the polyethylene itself serving as the seal. It is unaffected by heat, cold or humidity, has a mirror-like finish, and offers closer nesting, according to Dixie.

The "Vend-a-ramic" designs, introduced late last summer, depict five different favorite American recreations—team sports, individual sports, dancing, travel and hunting. They are in a sepia color.

The five designs are assorted in tubes holding 80 cups, 25 tubes per case.

Golden Cup coffee served at restaurant show

Coffee, brewed to Golden Cup standards by representatives of The Coffee Brewing Institute field staff, was a pre-session feature at the Western National Restaurant Association show, held at the Civic Auditorium in San Francisco.

Hungarian roast coffee in U. S.

is aftermath of freedom fight

Everyone knows that coffee blends differ in many parts of the country. But one outfit, Paprikas Weiss Importer, New York City, has gone just a little bit further, in one respect. It has come up with a blend for a very specific type of market—the more than 45,000 Hungarian freedom fighters who have immigrated to this country in the past three years.

One thing the Hungarians seemed to miss most when they settled here was the espresso coffee of Budapest.

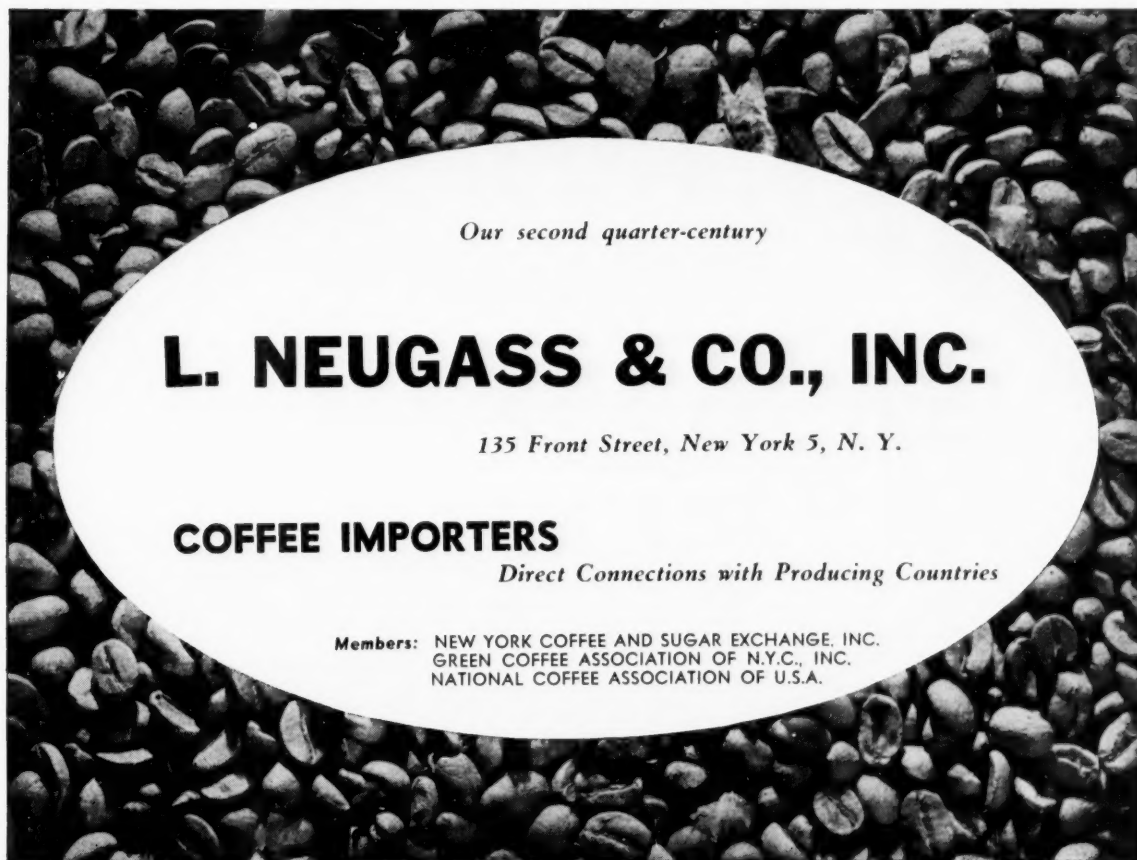
Before World War II, it was the custom to go to the Kávé Ház, the coffee house, to drink demitasse.

In 1946, things changed and the Hungarians, influenced by the Italians, joined the espresso parade. Hundreds of espresso shops opened up all over Budapest and a coffee especially blended to Hungarian taste was served.

After the revolution in Hungary, in 1956, many of the freedom fighters immigrated to this country. They started sending inquiries to Alexander Weiss, at Paprikas Weiss, a specialist in Hungarian gourmet dishes, for the espresso blend.

It took the firm about a year to perfect a blend satisfactory for packaging. Mr. Weiss claims that no other coffee on the American market is the same. It's put out in a vacuum can.

Has it pleased the Hungarians? As they put it, "Nagyszerű Kávé" ("Wonderful Coffee").



Our second quarter-century

L. NEUGASS & CO., INC.

135 Front Street, New York 5, N. Y.

COFFEE IMPORTERS

Direct Connections with Producing Countries

Members: NEW YORK COFFEE AND SUGAR EXCHANGE, INC.
GREEN COFFEE ASSOCIATION OF N.Y.C., INC.
NATIONAL COFFEE ASSOCIATION OF U.S.A.

Coffee vending show is staged by Superior at Chicago plant

The coffee vending show, as a vehicle for roaster promotion, is beginning to spread.

A Vendorama is being sponsored by the Superior Tea & Coffee Co. at the company plant in Chicago this month.

Earlier this year, King Coffee, Inc., Detroit, held its fifth annual Coffee

Futurama, an exhibit of fresh-brew vending equipment.

Bill Veeck, outstanding promoter, publicist and majority stockholder of the Chicago White Sox, is slated to be guest speaker at the Superior Vendorama, a two day exhibit and symposium.

Mr. Veeck will address the meeting as part of a panel on how to increase sales by use of promotional aids. Following his formal presentation, he will answer questions from the floor.

Carl Millman, president of the Automatic Merchandising Co., Milwaukee, will be moderator of the panel, which will be composed of such other speakers as D. C. Robertson Jr., dining service manager, Illinois Bell Telephone Co.; George Golden, Industrial Vending Co., Cleveland; and John Vincenzi, lodging and food services manager, Argonne National Laboratory, Lemont, Ill.

The Vendorama program on the opening day will include such leading industry speakers as Bernard Bagan, co-owner, Vend-O-Matic Co., Chicago; Robert Krone, personnel manager, McDonnell Aircraft Co., St. Louis, and George F. Meyer, vice president, Spot Sales, Inc., St. Louis.

According to Earl Cohn, vice president of the Superior Tea & Coffee Co., 8,000 square feet of space will be filled with vending exhibits, including the latest vending equipment.

Units shown will be supplied by these manufacturers:

Vacuum Can Co., Automatic Foods Corp., Rudd-Melikian, Inc., Fred Hebel Corp., Cole Products Corp., Hava-java Distributing Corp., Stone Mfg. Corp., Coffee-Mat-Corp., The Seeburg Corp., Rowe Manufacturing Co., Schroeder Industries, Inc., The Vendo Co., Bally Vending Corp., Apco, Inc., Continental Vending Machine Co., and Jim-Jak Industries, Inc.

Superior Coffee will treat all Vendorama guests to breakfast, luncheon and cocktails during the two-day event. Hotel reservations also are being made upon request, Mr. Cohn advised.

Food company ad budgets increased 9% in 1958

The 100 leading national advertisers, including 21 food companies, increased their advertising expenditures 4.6% to \$2.3 billion in 1958 compared with \$2.2 billion in 1957, Advertising Age reports.

The largest advertising expenditure by a food company was \$96,000,000 spent by the General Foods Corp., which ranked fourth in the nation in ad spending. The total was a substantial increase from General Foods' 1957 expenditure of \$87,000,000 and represented 9.1% of sales.

American Home Products Corp. was the second largest food advertiser, with an expenditure of \$60,000,000, up sharply from \$45,000,000 in 1957, and representing 16% of sales.

(Continued on page 62)

WORKING 4-1800 TELETYPE NUMBER CG-814

NATIONAL TEA CO.

1000 CROSBY STREET
CHICAGO 80, ILLINOIS

September 23, 1957

Fr. Hesser
Machinenfabrik, A.G.
Stuttgart
Bad Cannstatt
West Germany

Gentlemen:

We have had our Hesser Coffee Bagging Machine for the past twenty-three years and up to this time I can truthfully state that of all the equipment I have maintained I have had the least amount of breakdowns and maintenance problems on your coffee bagging machine.

Due to modern changes we may, in the near future, be in the market for another coffee bagging machine and I feel that since we have had such success with the Hesser machine, we would not consider any other machine in the coffee line.

Yours very truly,
NATIONAL TEA COMPANY

W. C. Drews
W. C. Drews
Engineering Department



Some examples of packages
made, filled and closed
on fully automatic

HESSER

PACKAGING MACHINES

Represented by:

Geveke, New York

Packaging Equipment, Toronto

Wagner, Dallas

Hale, San Francisco, Los Angeles, Seattle

Anahuac, Hugo Schoener, Mexico City

FR. HESSER

MASCHINENFABRIK-
AKTIENGESELLSCHAFT
STUTTGART-
BAD CANNSTATT

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Af-Pac—African Pacific Line
Am-Pres—American Presidents Lines
Arg-State—Argentine State Line
Am-W Afr—American-West African Line
B-Afr—Belgian African Line
Barb-W'n—Barber Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Carib—Caribbean Line
Col—Columbus Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Dempster—Elder Dempster Lines
Dodero—Dodero Lines
Eld-Dem—Elder Dempster Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Grancolombiana (New York), Inc.
Gulf—Gulf & South American Steamship Co., Inc.

Hellenic—Hellenic Lines Ltd.
Hoegh—Hoegh Lines
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—JavaPacific Line
Lawes—Lawes Shipping Co., Inc.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
PTL—Pacific Transport Lines, Inc.
R Neth—Royal Netherlands Steamship Co.
Robin—Robin Line
Scindia—Scindia Steam Navigation Co., Ltd.
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
ML—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St. Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ABIDJAN			
9/16	Afr Grove	Farrell	NY10/2
10/1	Afr Sun	Farrell	NY10/17
10/5	Del Alba	Delta	10/21
10/17	Del Valle	Delta	N011/7
10/25	Afr Dawn	Farrell	NY11/10
11/8	Afr Glen	Farrell	NY11/22
11/12	Del Santos	Delta	N012/5
11/25	Afr Grove	Farrell	NY12/10

ACAJUTLA			
9/18	Texita	UFruit	Cr 9/21

AMAPALA			
9/15	Texita	UFruit	Cr 9/21

ANGRA dos REIS			
9/17	Nordanger	Wes-Lar	LA10/14 SF10/17 Po10/23 Se10/25 Va10/26
9/17	Del Mundo	Delta	N010/5 Ho10/9
10/1	Del Viento	Delta	N010/19 Ho10/22
10/10	Sandanger	Wes-Lar	LA11/9 SF11/11 Po11/17 Se11/19 Va11/20
10/8	Del Rio	Delta	N010/26 Ho10/30
10/22	Del Campo	Delta	N011/9 Ho11/13

BARRIOS			
9/11	Lempa	UFruit	Ho9/18 N09/20

SAILS	SHIP	LINE	DUE
9/14	Jytte Skou	UFruit	N09/21
9/15	Lovland	Carib	Pa9/21 NY9/22
9/18	Christiane	UFruit	Ho9/24 N09/27
9/21	Arctic Tern	UFruit	NY9/28
9/25	Leon	UFruit	Ho10/1 N010/4
9/28	Arctic Gull	UFruit	NY10/5
9/29	Flynderborg	Carib	Pa10/6 NY10/7
10/2	Lempa	UFruit	Ho10/8 N010/11
10/5	Jytte Skou	UFruit	NY10/12
10/9	Christiane	UFruit	Ho10/15 N010/18
10/12	Arctic Tern	UFruit	NY10/19
10/16	Leon	UFruit	Ho10/22 N010/25
10/19	Arctic Gull	UFruit	NY10/26
10/23	Christiane	UFruit	Ho10/29 N011/1
10/26	Jytte Skou	UFruit	NY11/2
11/2	Arctic Tern	UFruit	NY11/9
11/9	Arctic Gull	UFruit	NY11/16

BUENAVENTURA			
9/10	Cartagena de Indies	Granco	Pa9/17 Ba9/18 NY9/20
9/16	Shipper	Gulf	Ho9/23 N010/1
9/17	Cd. de Tunja	Granco	Pa9/24 Ba9/25 NY9/27
9/23	Cd. de Manizales	Granco	LA10/3 SF10/7 Va10/14
9/25	Santa Dela	Grace	LA10/4 SF10/8 PS10/15
9/26	Cd. de Ibague	Granco	Ho10/5 N010/8
9/27	Banker	Gulf	Ho10/4 N010/12
10/8	Farmer	Gulf	Ho10/15 N010/23

SAILS	SHIP	LINE	DUE
CORINTO			
9/10	Costa Rica	Mam	NY9/26
9/24	Managua	Mam	Ho10/4 No10/8
9/27	Bergerac	Mam	NY10/13
10/9	El Salvador	Mam	Ho10/19 No10/23

CORTES			
9/10	Flynderborg	Carib	Pa9/16 NY9/17
9/13	Lempa	UFruit	Ho9/18 No9/20
9/16	Lovland	Carib	Pa9/21 NY9/22
9/20	Christiane	UFruit	Ho9/24 N09/27
9/22	Arctic Tern	UFruit	NY9/28
9/27	Leon	UFruit	Ho10/1 N010/4
9/29	Arctic Gull	UFruit	N010/5
9/30	Flynderborg	Carib	Pa10/6 NY10/7
10/4	Lempa	UFruit	Ho10/8 N010/11
10/6	Jytte Skou	UFruit	NY10/12
10/11	Christiane	UFruit	Ho10/15 No10/18
10/13	Arctic Tern	UFruit	NY10/19
10/18	Leon	UFruit	Ho10/22 N010/25
10/20	Arctic Gull	UFruit	NY10/26
10/25	Christiane	UFruit	Ho10/29 N011/1
10/27	Jytte Skou	UFruit	NY11/2
11/3	Arctic Tern	UFruit	NY11/9
11/10	Arctic Gull	UFruit	NY11/16

CRISTOBAL			
9/23	Brattingsborg	UFruit	N09/28
10/29	Brattingsborg	UFruit	N011/4

DAR es SALAAM			
9/13	Sarangani	Nedlloyd	NY10/15 LA11/2 SF11/6 Po11/11 Sell/16 Vall/20
9/28	Leopold	Af-Pac	LA11/11 SF11/14 Po11/18 Sell/21 Vall/23
10/4	Afr Star	Farrell	Bol1/3 NY11/5
10/17	Afr Crescent	Farrell	Bol1/17 NY11/19

SAILS	SHIP	LINE	DUE
10/26	Espen	Af-Pac	LA12/11 SF12/14 Po12/18 Se12/21 Va12/23
11/12	Afr Rainbow	Farrell	Bol12/14 NY12/16
11/28	Afr Planet	Farrell	Bol12/29 NY12/31
12/24	Afr Moon	Farrell	Bol1/24 NY1/26
1/10	Afr Star	Farrell	Bol2/10 NY2/12

DOUALA			
10/8	Afr Dawn	Farrell	NY11/10

DJIBOUTI			
9/22	Sarangani	Nedlloyd	NY10/15 LA11/22 SF11/6 Po11/11 Sell/16 Vall/20

EL SALVADOR			
9/14	Tritone	Italian	LA9/23 SF9/26 Va10/1 Se10/7 Po10/11
9/25	Santa Fe	Grace	LA10/3 SF10/4 PS10/8
9/27	Michigan	French	LA10/7 SF10/13 Va10/17 Se10/20 Po10/21

GUATEMALA			
9/11	Winnipeg	French	LA9/17 SF9/19 Va9/22 Se9/26 Po9/28
9/15	Tritone	Italian	LA9/23 SF9/26 Va10/1 Se10/7 Po10/11
9/26	Santa Fe	Grace	LA10/3 SF10/4 PS10/8
10/1	Michigan	Italian	LA10/7 SF10/13 Va10/17 Se10/20 Po10/21

GUAYAQUIL			
9/16	Cd. de Manizales Granco	LA10/3 SF10/7 Va10/14	
9/22	Cd. de Ibague Granco	Ho10/5 N010/8	

LA LIBERTAD			
9/17	Texita	UFruit	C-9/21
9/20	Managua	Mam	Ho10/4 No10/8
9/23	Bergerac	Mam	NY10/13
10/5	El Salvador	Mam	Ho10/19 N010/23

**A Partner
of the
Coffee Industry
since 1919**

Delta Line

MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS
NEW YORK — CHICAGO
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SANTOS: DELTA LINE, INC.
Praça da Republica 87

ABIDJAN & DOUALA
Union Maritime et Commerciale

LUANDA & LOBITO
Hull, Blyth (Angola), Ltd.

MATADI
Phs. Van Ommeren (Congo) S.C.R.L.

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U. S. GULF PORTS... FROM**

SOUTH AMERICA

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RIO DE JANEIRO, VICTORIA**

Regular weekly sailings



WEST AFRICA

**ANGOLA, BELGIAN CONGO,
CAMEROONS, IVORY COAST,
AND LIBERIA**

Direct regular service



SAILS	SHIP	LINE	DUE
LA UNION			
9/16	Texita	UFruit	Cr-9/21
9/22	Managua	Mam	Ho10/4 No10/8
9/25	Bergerac	Mam	NY10/13
10/7	El Salvador	Mam	Ho10/19 No10/23

9/14	Brattingsborg	UFruit	N09/28
10/20	Brattingsborg	UFruit	N011/4

LOBITO

9/10	Burckel	B-Afr	NY10/2
9/19	Lindi	B-Afr	NY10/16

LUANDA

9/13	Burckel	B-Afr	NY10/2
9/14	Afr Sun	Farrell	NY10/17
9/28	Del Alba	Delta	N010/21
10/1	Lindi	B-Afr	NY10/16
10/3	Afr Glade	Farrell	NY10/24
10/10	Del Valle	Delta	N011/7
10/17	Afr Dawn	Farrell	NY11/10
10/31	Afr Glen	Farrell	NY11/22
11/4	Del Santos	Delta	N012/5
11/17	Afr Grove	Farrell	NY12/10

MATADI

9/17	Burckel	B-Afr	NY10/2
9/17	Afr Sun	Farrell	NY10/17
9/22	Afr Glade	Farrell	NY10/24
9/26	Del Alba	Delta	N010/21
9/28	Lindi	B-Afr	NY10/16
10/8	Del Valle	Delta	N011/7
10/11	Afr Dawn	Farrell	NY11/10
11/2	Del Santos	Delta	N012/5
11/3	Afr Glen	Farrell	NY11/22
11/11	Afr Grove	Farrell	NY12/10

MOMBASA

9/17	Sarangani	Nedlloyd	NY10/15 LA11/2 SF11/6 Pol1/11 Sell1/16 Vall1/20
9/25	Leopold	Af-Pac	LA11/11 SF11/14 Pol1/18 Sell1/21 Vall1/23
9/26	Afr Star	Farrell	NY11/5
10/12	Afr Crescent	Farrell	NY11/19
10/22	Espen	Af-Pac	LA12/11 SF12/14 Pol2/18 Sel2/21 Val2/23
11/10	Afr Rainbow	Farrell	NY12/6
11/24	Afr Planet	Farrell	NY12/31
12/22	Afr Moon	Farrell	NY1/26
1/9	Afr Star	Farrell	NY2/12

PARANGUA

9/10	Mormachawk	Mormac	NY10/2 Bo10/5 Pa10/7 Ba10/9
9/12	Nordanger	Wes-Lar	LA10/14 SF10/17 Po10/20 Se10/25 Va10/26
9/12	Chile	Lloyd	NY9/30
9/14	Del Mundo	Delta	N010/5 Ho10/9
9/15	Mormacstar	Mormac	NY10/5 Bo10/8 Ba10/10 Pa10/12
9/16	Erich Schroeder	Hol-Int	NY10/4 Bo10/7 HR10/9 Ba10/15 Pa10/17
9/17	Itajai	Brodin	Ba10/5 NY10/6 Pa10/8 Bo10/10 MI10/15
9/18	Somerville	Nopal	N010/6 Ho10/9
9/18	Mormacswan	Mormac	Ba10/9 Pa10/11 NY10/12 Bo10/15 MI10/19
9/21	Del Norte	Delta	N010/7 Ho10/10
9/21	Cuba	Lloyd	N010/11 Ho10/15
9/22	Bolivia	Lloyd	NY10/10
9/23	Nordglint	Nopal	N010/10 Ho10/14
9/25	Mormacmail	Mormac	Jx10/14 NY10/18 Bo10/21 Pa10/23 Ba10/24 Nf10/25
9/26	Salta	SCross	NY10/13 Bo10/16 Pa10/18 Ba10/19 Nf10/20
9/26	Del Viento	Delta	N010/19 Ho10/22
9/30	Mormacmar	Mormac	LA10/27 SF10/30 Vall1/9 Sell1/11 SF11/30
9/30	Steindamm	Hol-Int	NY10/18 Bo10/21 HR10/23 Chs10/25 Ba10/28 Pa10/31
9/30	Mormacoak	Mormac	Ba10/18 Pa10/20 NY10/21 Bo10/25 MI10/29
10/2	Domingos	Lloyd	NY10/20
10/5	Sandanger	Wes-Lar	LA11/9 SF11/11 Pol1/17 Sell1/19 Vall1/20
10/7	Mormactide	Mormac	Ba11/1 NY10/26 Bo10/29 Pa10/31 Ba11/1
10/12	Nicaragua	Lloyd	NY10/30
10/12	Trader	Nopal	N010/29 Hol1/1
10/12	Del Sud	Delta	N010/28 Ho10/31
10/14	Mormaciland	Mormac	LA11/10 SF11/13 Vall1/23 Sell1/25 Pol1/27
10/14	Axeldyk	Hol-Int	NY10/31 Bo11/4 HR11/6 Chs11/8 Ba11/11 Pa11/14

SEPTEMBER, 1959

Regular Service
From The Principal Brazilian Ports to:
NEW YORK NEW ORLEANS



**Lloyd
BRASILEIRO**

(Patrimonio Nacional)

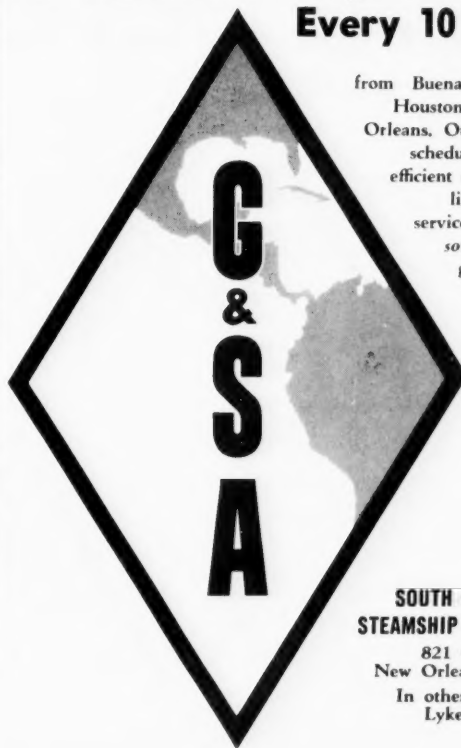
Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

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Queen & Crescent Bldg.

An American Flag Freighter Every 10 Days



from Buenaventura to Houston and New Orleans. Our regularly scheduled sailings, efficient cargo handling and fast service can solve some of your green coffee inventory problems.

**GULF &
SOUTH AMERICAN
STEAMSHIP CO., INC.**
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New Orleans 12, La.
In other cities call
Lykes or Grace

**FOR
FAST DEPENDABLE DELIVERY**

... of your mild coffees
to United States markets ... rely on

**UNITED FRUIT
COMPANY**

Steamship Service

Regular Sailings between

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EL SALVADOR
HONDURAS**

**NICARAGUA
COSTA RICA
COLOMBIA**

and

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NEW YORK:
Pier 3, North River
NEW ORLEANS:
321 St. Charles St.



**OVER
TWENTY-FIVE
YEARS OF
CONTINUOUS
DEPENDABLE
SERVICE TO
THE COFFEE
TRADE**



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VAPORES GRIEG S/A

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Praça de Republica, 46

**STOCKARD
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Where you want it ... when you want it ...

- ★ Your coffee arrives in perfect condition shipped Argentine State Line ... 13 days from Santos, 12 from Rio to our modern terminal, Pier 25, North River, New York.
- ★ Fast modern freighters plus 3 new passenger liners serve the East Coast of South America ... immaculate holds, skilled handling by experienced crews eliminate damage or flavor contamination.

ARGENTINE STATE LINE

Boyd, Weir and Sewell Inc., General Agents
24 State St., New York 4, BO 9-5660

SAILS	SHIP	LINE	DUE
10/14	Mormacwave	Mormac	Jx11/2 NY11/6 Boll/9 Pall/11 Ball/13
10/17	Del Campo	Delta	N011/9 Holl/13
10/21	Brasil	Lloyd	N011/10 Holl/14
10/22	Argentina	Lloyd	NY11/10

RIO de JANEIRO

9/10	Del Mar	Delta	N09/23 Ho9/26
9/11	Blue Master	Nopal	N09/26 Ho9/29
9/12	Mormacowl	Mormac	Jx9/27 NY10/1 Boll/4 Pal/6 Bal/8
9/13	Hornero	Dodero	N09/28 Ho10/1
9/15	Chile	Lloyd	NY9/30
9/17	Mormachawk	Mormac	NY10/2 Boll/5 Pal/7 Bal/9
9/18	Brasil	Mormac	NY9/29
9/18	Del Mundo	Delta	N010/5 Ho10/9
9/19	Erich Schroeder	Hol-Int	NY10/4 Boll/7 HR10/9 Chsn10/11 Bal/15 Pal/17
9/20	Nordanger	Wes-Lar	LA10/14 SF10/17 Pol/23 Sel/25 Val/26
9/21	Itajai	Brodin	Bal/5 NY10/6 Pal/8 Boll/10 MI10/15
9/21	Somerville	Nopal	N010/6 Ho10/9
9/24	Del Norte	Delta	N010/7 Ho10/10
9/24	Mormacswan	Mormac	Bal/9 Pal/11 NY10/12 Boll/15 MI10/19
9/25	Bolivia	Lloyd	NY10/10
9/25	Cuba	Delta	N010/11 Ho10/15
9/27	Nordglint	Nopal	N010/10 Ho10/14
9/30	Mormacmail	Mormac	Jx10/14 NY10/18 Boll/21 Pal/23 Bal/24
9/30	Salta	SCross	NY10/13 Boll/16 Pal/18 Bal/19 Nf10/20
10/2	Del Viento	Delta	N010/19 Ho10/22
10/3	Steindamm	Hol-Int	NY10/18 Boll/21 HR10/23 Chsn10/25 Bal/28 Pal/31
10/3	Mormacok	Mormac	Bal/18 Pal/20 NY10/21 Boll/25 MI10/29
10/5	Domingos	Lloyd	NY10/20
10/6	Mormacland	Mormac	LA11/10 SF11/13 Vall/23 Sell/25 Poll/27
10/9	Del Rio	Delta	N010/26 Ho10/30
10/9	Argentina	Mormac	NY10/29
10/11	Mormactide	Mormac	NY10/26 Boll/29 Pal/31 NY11/1
10/14	Sandanger	Wes-Lar	LA11/9 SF11/11 Poll/17 Sell/19 Vall/20
10/15	Del Sud	Delta	N010/28 Ho10/31
10/15	Nicaragua	Lloyd	NY10/30
10/16	Trader	Nopal	N010/29 Holl/1
10/16	Axeldyk	Hol-Int	NY10/31 Boll/4 HR11/6 Chsn11/8 Ball/11 Pall/14
10/23	Del Campo	Delta	N011/9 Holl/13
10/25	Argentina	Lloyd	NY11/10
10/25	Brasil	Lloyd	Noll/10 Holl/14

SANTOS

9/10	Mormacowl	Mormac	Jx9/27 NY10/1 Boll/4 Pal/6 Pal/7 Bal/8
9/11	Hornero	Dodero	N09/28 Ho10/1
9/11	Blue Master	Nopal	N09/26 Ho9/29
9/11	Mormacdawn	Mormac	LA10/13 SF10/16 Val/26 Sel/28 Pol/30
9/14	Chile	Lloyd	NY9/30
9/15	Mormachawk	Mormac	NY10/2 Boll/5 Pal/7 Bal/9
9/16	Del Mundo	Delta	N010/5 Ho10/9
9/16	Nordanger	Wes-Lar	LA10/14 SF10/17 Pol/23 Sel/25 Val/26
9/17	Brasil	Mormac	NY9/29
9/17	BurgSparrenberg	Col	Jx10/7 NY10/11 Pal/19 Bal/21 Boll/24 MI10/30
9/18	Erich Schroeder	Hol-Int	NY10/4 Boll/7 HR10/9 Chsn10/11 Bal/15 Pal/17
9/18	Mormacstar	Mormac	NY10/5 Boll/8 Bal/10 Pal/12
9/19	Itajai	Brodin	Val/5 NY10/6 Pal/8 Boll/10 MI10/15
9/21	Somerville	Nopal	N010/6 Ho10/9
9/23	Del Norte	Delta	N010/7 Ho10/10
9/24	Bolivia	Lloyd	NY10/10
9/24	Cuba	Lloyd	N010/11 Ho10/15
9/25	Mormacmar	Mormac	LA10/27 SF10/30 Vall/9 Sell/11 Poll/13
9/27	Nordglint	Nopal	N010/10 Ho10/14
9/28	Salta	SCross	NY10/13 Boll/16 Pal/18 Bal/19 Nf10/20
9/30	Del Viento	Delta	N010/19 Ho10/22
10/2	Mormacok	Mormac	Bal/18 Pal/20 NY10/21 Boll/25 MI10/29
10/2	Steindamm	Hol-Int	NY10/18 Boll/21 HR10/23 Chsn10/25 Bal/28 Pal/31
10/4	Domingos	Lloyd	NY10/20
10/7	Del Rio	Delta	N010/26 Ho10/30
10/8	Argentina	Mormac	NY10/29
10/9	Mormacland	Mormac	LA11/10 SF11/13 Vall/23 Sell/25 Poll/27
10/9	Sandanger	Wes-Lar	LA11/9 SF11/11 Poll/17 Sell/19 Vall/20
10/10	Mormactide	Mormac	NY10/26 Boll/29 Pal/31 Ball/1
10/14	Nicaragua	Lloyd	NY10/30
10/16	Axeldyk	Hol-Int	NY10/31 Boll/4 HR11/6 Chsn11/8 Ball/11 Pall/14
10/16	Trader	Nopal	N010/29 Holl/1
10/17	Mormacwave	Mormac	Jx11/2 NY11/6 Boll/9 Pall/11 Ball/13
10/21	Del Campo	Delta	N011/9 Holl/13
10/24	Argentina	Lloyd	NY11/10
10/24	Brasil	Lloyd	Noll/10 Holl/14

SAILS	SHIP	LINE	DUE
TANGA			
9/14	Sarangan	Nedlloyd	NY10/15 LA11/2 SF11/6 Pol1/11 Sel1/16 Val1/20

VICTORIA			
9/20	Del Mundo	Delta	N010/5 Ho10/9
9/26	Cuba	Lloyd	N010/11
10/4	Del Viento	Delta	N010/19 Ho10/22
10/11	Del Rio	Delta	N010/26 Ho10/30
10/25	Del Campo	Delta	N011/9 Ho11/13
10/26	Brasil	Lloyd	N011/10 Ho11/14

TEA BERTHS

CALCUTTA			
9/10	Steel Navigator	Isthmian	N010/17
9/20	Steel Traveler	Isthmian	NY10/28 N011/5
9/21	Exminster	Am-Exp	Bo10/30 NY11/1 Pal1/4 HR11/6 Sall/9 Ball/14
10/9	Steel Age	Isthmian	N011/16
10/21	Steel Surveyor	Isthmian	NY11/29 Ho12/7

COCHIN			
9/18	Exemplar	Am-Exp	Bo10/13 NY10/15 HR10/20 Sal0/23 Chsn0/24 Bal0/28
9/20	Steel Scientist	Isthmian	Bo10/13 NY10/14
10/2	Exminster	Am-Exp	Bo10/30 NY11/1 Pal1/4 HR11/6 Sall/9 Ball/14
10/2	Steel Admiral	Isthmian	Bo10/26 NY10/27
10/2	A vessel	Hoegh	Hal0/31 Bo11/1 NY11/2 Pal1/5 Ball/9 Nf11/10 Holl/17 N011/19
10/3	Steel Traveler	Isthmian	NY10/28 N011/5
10/15	Cingalese	Prince	Hal1/9 Bo11/11 NY11/13 Pal1/19 Ball/21 Nf11/23
10/17	Steel Flyer	Isthmian	Bo11/12 NY11/13
10/30	Steel Architect	Isthmian	Bo11/26 NY11/27
11/1	Drake	Hoegh	Hal1/30 Bo12/2 NY12/3 Pal2/6 Bal2/7 Nf12/8 Holl2/15 N012/17
11/3	Steel Surveyor	Isthmian	NY11/29 N012/7
11/14	Steel Worker	Isthmian	Bo12/11 NY12/12
11/28	Steel Executive	Isthmian	Bo12/25 NY12/27
12/16	Eastern Prince	Prince	Hal/9 Bo1/11 NY1/13 Pal/19 Bal/21 Nf1/23

COLOMBO			
9/15	Steel Navigator	Isthmian	N010/17
9/18	Steel Chemist	Isthmian	Bo10/13 NY10/14
9/21	Lica	Maersk	Hal0/14 NY10/17 M11/5
9/28	A vessel	Hoegh	Hal0/31 Bo11/1 NY11/2 Pal1/5 Ball/9 Nf11/10 Holl/17 N011/19
9/28	Exminster	Am-Exp	Bo10/30 NY11/1 Pal1/4 Hr11/6 Sall/9 Ball/14
9/30	Steel Admiral	Isthmian	Bo10/26 NY10/27
10/1	Steel Traveler	Isthmian	NY10/28 N011/5
10/8	Anna	Maersk	NY11/10 M11/22
10/13	Cingalese	Prince	Hal1/9 Bo11/11 NY11/13 Pal1/19 Ball/21 Nf11/23
10/14	Steel Age	Isthmian	N011/16
10/15	Steel Flyer	Isthmian	Bo11/12 NY11/13
10/21	Hulda	Maersk	Hal1/16 NY11/19
10/28	Drake	Hoegh	Hal1/30 Bo12/2 NY12/3 Pal2/6 Bal2/7 Nf12/8 Holl2/15 N012/17
10/28	Steel Architect	Isthmian	Bo11/26 NY11/27
11/1	Steel Surveyor	Isthmian	NY11/29 N012/7
11/8	Peter	Maersk	Hal2/21 NY12/8
11/12	Steel Worker	Isthmian	Bo12/11 NY12/12
11/26	Steel Architect	Isthmian	Bo12/25 NY12/27
12/13	Eastern Prince	Prince	Hal/9 Bo1/11 NY1/13 Pal/19 Bal/21 Nf1/23

DJAKARTA			
9/18	Anna	Maersk	NY11/10 M11/22
9/27	Steel Flyer	Isthmian	Bo11/12 NY11/13
10/11	Steel Architect	Isthmian	Bo11/26 NY11/27
10/18	Peter	Maersk	NY12/8 Hal2/21
10/24	Steel Worker	Isthmian	Bo12/11 NY12/12
11/6	Steel Executive	Isthmian	Bo12/25 NY12/27

DJIBOUTI			
9/13	Cairn	Hoegh	Hal0/1 Bo10/2 Pal0/6 Bal0/7 Nf10/8 Ho10/15

SEPTEMBER, 1959

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SAILS SHIP LINE DUE

9/24	Exemplar	Am-Exp	NY10/13	Bo10/15	HR10/20	Sal0/23	Chsn10/24 Bal0/28
9/25	Steel Scientist	Isthmian	Bo10/13	NY10/14			
10/7	Steel Admiral	Isthmian	Bo10/26	NY10/27			
10/9	Exminster	Am-Exp	Bo10/30	NY11/1	Pal1/4	HR11/6	Sal1/9
10/13	A vessel	Hoegh	Bo10/31	Bo11/1	NY11/2	Pal1/5	Sal1/9
						Ho11/17	NO11/19
10/24	Steel Flyer	Isthmian	Bo11/12	NY12/13			
11/7	Steel Architect	Isthmian	Bo11/26	NY11/27			
11/21	Steel Worker	Isthmian	Bo12/11	NY12/12			
12/6	Steel Executive	Isthmian	Bo12/25	NY12/27			

HONG KONG

9/10	Mist	Pioneer	NY10/17	Ba10/21	Nf10/23	Pa10/25	Bo10/28
9/12	Wilson	Am-Pres	SF9/30	LA10/5			
9/18	Maren	Maersk	LA10/11	NY10/26			
9/20	Mist	Pioneer	NY10/26	Ba10/30	Nf11/1	Pal1/3	
9/21	Yamakimi Maru	Yamashita	NY10/18	Pa10/23	Ba10/24	Nf10/27	
9/22	Golden Bear	PacFar	SF10/8	LA10/12			
9/23	Grant	Am-Pres	LA10/9	NY10/25	Ba11/1	Bo11/5	
9/30	Myth	Pioneer	NY11/5	Ba11/9	Nf11/11	Pal1/13	Bo11/16
10/1	Cleveland	Am-Pres	SF10/19				
10/3	Rita	Maersk	SF10/25	NY11/11			
10/7	Pierce	Am-Pres	LA10/27	SF11/4			
10/18	Effie	Maersk	LA11/11	NY11/26			
11/3	Chastine	Maersk	SF11/26	NY12/13			

KOBE

9/16	Wilson	Am-Pres	SF9/30	LA10/5			
9/17	Mill	Pioneer	NY10/12	Ba10/16	Nf10/18	Pa10/20	
9/20	Johnson	Am-Pres	LA10/6	SF10/13			
9/21	Mist	Pioneer	NY10/17	Ba10/21	Nf10/23	Pa10/25	Bo10/28
9/21	Yamawaka Maru	Yamashita	NY10/18	Pa10/23	Ba10/24	Nf10/27	
9/25	Maren	Maersk	LA10/11	NY10/26			
9/30	Harrison	Am-Pres	LA10/16	SF10/24			
10/1	Mist	Pioneer	NY10/26	Ba10/30	Nf11/1	Pal1/3	
10/5	Cleveland	Am-Pres	SF10/19				
10/11	Pierce	Am-Pres	LA10/27	SF11/4			
10/11	Myth	Pioneer	NY11/4	Ba11/9	Nf11/11	Pal1/13	Bo11/16
10/11	Rita	Maersk	SF10/25	NY11/11			
10/21	Yamakimi Maru	Yamashita	NY11/17	Pa11/23	Ba11/24	Nf11/27	
10/25	Effie	Maersk	LA11/11	NY11/26			
11/10	Chastine	Maersk	SF11/26	NY12/13			
11/21	Yamatoka Maru	Yamashita	NY12/18	Pa12/23	Ba12/24	Nf12/28	

SHIMIZU

9/10	Van Buren	Am-Pres	LA9/24	SD9/29	SF10/1		
9/13	Susan	Maersk	SF9/25	NY10/11			
9/23	Taylor	Am-Pres	LA10/5	SF10/10	SF10/12		
9/23	Yamawaka Maru	Yamashita	NY10/18	Pa10/23	Ba10/24	Nf10/27	
9/27	Maren	Maersk	LA10/11	NY10/26			
9/27	Johnson	Am-Pres	LA10/11	SF10/16	SF10/18		
10/6	Harrison	Am-Pres	LA10/20	SD10/26	LA10/28		
10/13	Rita	Maersk	SF10/25	NY11/11			
10/21	Taft	Am-Pres	LA11/4	SD11/10	SF11/12		
10/23	Yamakimi Maru	Yamashita	NY11/17	Pa11/23	Ba11/24	Nf11/27	
10/27	Effie	Maersk	LA11/11	NY11/26			
11/12	Chastine	Maersk	SF11/26	NY12/13			
11/23	Yamatoka Maru	Yamashita	NY12/18	Pa12/23	Ba12/24	Nf12/28	

TRINCOMALEE

9/18	Winigiri	JavPac	LA11/3	SF11/9	Pa11/16	Sa11/19	Va11/23
10/18	Hoegh Cliff	JavPac	LA12/4	SF12/10	Pa12/16	Sa12/19	Va12/23

YOKOHAMA

9/12	Van Buren	Am-Pres	LA9/24	SD9/29	SF10/1		
9/15	Susan	Maersk	SF9/25	NY10/11			
9/18	Wilson	Am-Pres	SF9/30	LA10/5			
9/25	Taylor	Am-Pres	LA10/5	SD10/10	SF10/12		
9/26	Harding	Am-Pres	SF10/8				
9/26	Yamawaka Maru	Yamashita	NY10/18	Pa10/23	Ba10/24	Nf10/27	
9/30	Maren	Maersk	LA10/11	NY10/26			
10/7	Cleveland	Am-Pres	SF10/19				
10/8	Harrison	Am-Pres	LA10/20	SD10/26	SF10/28		
10/15	Rita	Maersk	SF10/25	NY11/11			
10/18	Hoover	Am-Pres	SF11/1				
10/23	Taft	Am-Pres	LA11/4	SD11/10	SF11/12		
10/26	Yamakimi Maru	Yamashita	NY11/17	Pa11/23	Ba11/24	Nf11/27	
10/31	Effie	Maersk	LA11/11	NY11/26			
11/3	Wilson	Am-Pres	SF11/15				
11/15	Chastine	Maersk	SF11/26	NY12/13			
11/26	Yamatoka Maru	Yamashita	NY12/18	Pa12/23	Ba12/24	Nf12/28	

* Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C.Z.

Food store customers spent less for regular, more for instant and for tea in 1958, study shows

Money spent by food store customers for coffee in 1958 totaled less than the year before, according to a study conducted by Food Field Reporter and Food Topics.

Expenditures for soluble coffee increased, however. So did the amount of dollars spent by food store customers for tea.

Total domestic consumption of regular coffee reached \$2,089,950,000, the study shows. This was 6.8% less than the year before.

Of the total, \$1,254,580 was spent by customers in food stores, 6.4% less than in 1957.

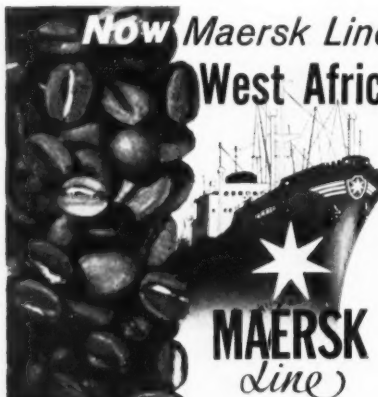
Total domestic consumption of soluble coffee in 1958 was \$475,230,000, according to the study. This was 1% more than the year before.

In the food stores, soluble coffee purchases reached \$418,970,000, also 1% more than in 1957.

Total domestic tea sales hit \$229,550,000, the study indicates. This was a gain of 3.9% over the year before.

Food stores sales of tea accounted for \$184,620,000, also a 3.9% gain over 1957.

Regular coffee volume in the food stores in 1958 represented 2.75% of total store sales; soluble coffee, 0.92%; tea, 0.41%.



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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—1st of Month Brazil	Others	Month Total
1957							
October	1,394	721	884	1,605	704	769	1,473
November	1,801	654	962	1,616	650	590	1,240
December	1,790	963	885	1,848	610	1,075	1,685
1958							
January	1,874	674	1,093	1,767	561	723	1,284
February	1,062	281	874	1,155	718	625	1,343
March	1,436	510	1,078	1,588	605	643	1,248
April	1,548	578	923	1,501	615	496	1,111
May	2,010	688	1,162	1,850	768	513	1,281
June	1,654	480	821	1,301	1,007	533	1,540
July	1,253	462	1,056	1,518	779	609	1,388
August	1,114	419	709	1,128	671	433	1,104
September	1,160	668	509	1,177	822	356	1,178
October	2,106	707	1,481	2,188	654	470	1,124
November	1,703	818	873	1,691	748	470	1,218
December	2,046	971	1,072	2,043	956	385	1,341
1959							
January	1,391	563	1,012	1,575	551	512	1,063
February	972	780	1,167	1,947	693	357	1,050
March	2,165	1,156	1,126	2,282	972	441	1,413
April	1,481	529	985	1,514	656	394	1,050
May	1,943	873	892	1,765	825	439	1,264
June	1,457	654	1,023	1,677	721	508	1,229
July	1,413	449	874	1,323	460	392	852
August	2,362	1,260	791	2,051	1,152	441	1,593

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

NCA names committee to coordinate sale of "payment in kind" coffee for promotion

A new committee has been named by the National Coffee Association to coordinate the sale of "payment in kind" coffee, to finance a crash promotion program by the Pan-American Coffee Bureau.

Association President John F. McKiernan was named chairman of the new committee whose members include: J. M. Clark, of Anderson, Clayton & Co., New York City; George T. Gernon, Ruffner, McDowell & Burch, Inc., New Orleans; and Robert C. Powell, of E. A. Johnson & Co., San Francisco.

The committee was formed in response to the Pan-American Coffee Bureau's request to NCA.

Under the terms of the agreement whereby NCA accepted the coordinator's role, the sale of the "payment in kind" coffees would be confined to the green coffee trade of the United States and would be conducted by means of sealed bids.

Costa Lima sees high taxes as main block to increased coffee volume in Europe

Excessively high taxes levied on coffee by various European governments represent the chief block to increased coffee consumption on the Continent.

Renato Costa Lima, president of the Brazilian Coffee Institute, offered this view last month and advised Latin American coffee-producing countries and European importers and exporters to correct the situation by joining forces in an effort to reduce coffee taxes, as the first step toward their eventual elimination.

Mr. Costa Lima recently returned from a six-day tour of the major European coffee-consuming nations, where in a series of talks with leaders of the European coffee industry, he investigated the possibilities of expanding

coffee consumption.

He was accompanied on the trip by J. R. S. Hafers, United States representative of the Brazilian Coffee Institute, and president of the Pan-American Coffee Bureau.

Latin American coffee-producing countries are potentially an excellent market for European goods and products, Mr. Costa Lima pointed out. However, he added, no healthy mutual trade can exist if coffee in most European countries is classified, because of its prohibitive price, as a luxury drink.

Mr. Costa Lima expressed approval of the world coffee agreement, now under consideration, but reminded coffee men that if and when it is concluded, it should not be used as an excuse for lessening their efforts to increase consumption.

In his talks with leaders of the German coffee industry, Mr. Costa Lima observed that a more aggressive commercial policy should result in expanding consumption. The world coffee market is in a position of under-consumption, not overproduction, he stated.

As a result of prohibitively high coffee prices, substitutes are widely used throughout Europe, Mr. Costa Lima said. When coffee taxes are reduced, real coffee will find its way into many European homes which are now willing and ready to drink it, but are unable to do so because of the cost, he concluded.

U. S. coffee imports up 9% in first 7 months of 1959

United States imports of green coffee increased 9% in the first seven months of 1959 over the same period in 1958, the Department of Commerce reports.

Total U. S. imports during the period were 1,654 million pounds, an increase of 137 million pounds over the 1,517 million pounds imported in the like 1958 period.

the revolution in airline coffee

(Continued from page 11)

spacing of the holes in the metal plate at the top of the cannister, to assure correct passage of water through the cartridge?

American, which was second in passenger volume last year, is making the most of the fresh-brew coffee on its jet ships. It is emphasizing this in its publicity, and is even preparing a little folder for its passengers to explain why the coffee is so good.

United Air Lines, which ranked first in passenger volume in 1958, is now almost entirely in pressure-brew. They estimate that about 92% to 94% of United's coffee is airborne fresh-brew, while only a few tourist flights still carry pre-brew jug coffee.

In one respect, a decisive one, United trails the other airlines checked. It uses less ground coffee and more water to make its beverage.

United's cartridge contains 2 $\frac{2}{3}$ ounces of coffee, and they say this is used to produce from 55 to 60 ounces of beverage, or 11 cups. This means a ratio of about one pound of coffee to three gallons of water.

(In general, this one-to-three formula yields 73 cups to the pound, if the cups contain 5 fluid ounces; 67 cups with 5 $\frac{1}{2}$ fluid-ounce portions; 61 cups with 6 fluid-ounce portions. Compare this with the one-pound-to-two-gallon formula, which yields 47 cups of 5-ounce portions; 43 cups of 5 $\frac{1}{2}$ -ounce portions and 39 cups of 6-ounce portions, according to CBI figures.)

Eastern Air Lines, third in 1958 passenger volume, uses a 3 $\frac{1}{2}$ -ounce coffee cartridge in its REF-made brewer to produce about 52 ounces of beverage. This is close to the one-pound-to-two-gallons formula.

Eastern appears to use a smaller cup, since it figures on 13 cups out of the 52 ounces, or about four fluid ounces in each cup.

The pressure brewers are in Eastern's Electras. The old six-quart thermos containers are still in use on the Super-G's and plug-in thermos jugs do the coffee job on the DC-7's.

The least water, in proportion to ground coffee, is used by the line which for more than two decades has brewed coffee aloft and prided itself on its reputation for good coffee.

Pan American World Airways puts 2 $\frac{1}{2}$ -ounce cartridges in the pressure brewers aboard its new jets. From this, they get 30 to 32 ounces of beverage, to make six to eight cups. This is in a basic ratio of one pound of coffee to less than two gallons of water.

On the piston planes, where it continues to make coffee in drip type urns, Pan American has a formula of 1 $\frac{1}{2}$ pounds of coffee to 3 $\frac{1}{2}$ to 4 gallons of water.

This line's pressure coffee-maker, although it's similar to most of the others, is made by Nordskog, Inc., Van Nuys, Calif.

The line which triggered the pressure-brew trend with the Huggins-Young device has been happy with the response. Probably it is in the best position to compare passenger reactions.

For Trans-World Airlines, the change-over several years ago was a shift on the same planes—Super-G Constellations—from jug coffee to fresh-brew.

A clear before-and-after response was thereafter available. As COFFEE & TEA INDUSTRIES reported in its February, 1957, issue, "before installation of the new coffee-maker, hostesses were serving an average of 190 cups of coffee on a typical Los Angeles-New York non-stop flight carrying 50 people." After the change to airborne brewing, they served an average of 260 cups!

Unlike the REF and Nordskog units, the Huggins-Young Machine requires a bag of coffee to be emptied into a cannister. Trans-World gets this coffee from Huggins-Young in vacuum tins, each containing four bags and with three ounces of coffee in each bag.

In its new jet-powered planes—Jetstream Constellations and Boeing 707's—Trans-World is going into a pressure coffee-maker more like the others, in that the ground coffee will be left in the bag for the brewing procedure.

Trans-World still uses pre-brewed jug coffee. These supply all the coffee on some old type Constellations. And on the jets which have pressure-brewing equipment, a jug is taken aboard to fill the gap of the first half hour after take-off. The pressure brewers need about that much time to get hot enough for operation.

Already the revolution in airline coffee has resulted in more consumption of beverage coffee aloft, and more absorption by this market of actual coffee, on a per capita as well as a total basis.

But from one corner comes the, as yet, faint buzzing of a fly which might wander into the ointment—if the coffee industry doesn't keep its eyes open and an effective swatter at hand.

One airline engineer is experimenting, hopefully, with more cups! He's trying to get a lot more beverage from the same amount of ground coffee, by using more water. Only thing is, he doesn't like the result.

Nor will the passengers on his airline, we might suggest. Especially when other airlines are making a point of offering better coffee.

Thompson named national sales manager for Maxwell House

Thomas S. Thompson has been named national sales manager of the Maxwell House Division of General Foods Co., C. W. (Tex) Cook, GF vice president and division general manager, has announced.

Mr. Thompson, former advertising and merchandising manager of Maxwell House, joined the company as a product assistant in 1950. Since then, he has held a succession of increasingly important division marketing posts, principally as product manager for Instant Maxwell House Coffee from 1952 until 1957.

Mr. Thompson has been associated with the advertising field since his graduation from Harvard University.

Editorials

The crusade for honest coffee

"A crusading organization with a sprightly name but with a serious purpose."

That's how J. R. S. Hafers, president of the Pan-American Coffee Bureau, tags L.H.C.L. As everyone knows by now, this is the League of Honest Coffee Lovers.

The serious purpose? "To Bring about the return of the cherished cup we once knew—rich, full-bodied and flavorful."

The crusade for honest coffee is PACB's frontal attack on weak, watered-down coffee—which, until now, has been growing even weaker and more watery.

Especially good news is the Bureau's report that word of the honest coffee campaign has touched off widespread and unprecedented enthusiasm in the trade. Roasters in all sections of the country, PACB says, are sending letters and telegrams expressing interest and support.

May we hope that all these signs indicate a turning point on better brew?

Welcome evidence of this kind of turn would be the disappearance of "more cups" advertising by those roasters who are still doing it.

Also welcome would be the constructive side of the coin—campaigns based on appeals which sell more of the product in general, as well as a brand in particular.

Of these, too, we have examples. A happy one is the Manning's Coffee campaign described elsewhere in these pages.

For roasters everywhere who are fed up with stretched coffee, the crusade offers new ways to get your customers to use less water and more of the product in your can, bag or jar.

The sprightly approach might, in itself, trigger ideas among your people on how your brand can climb aboard, and even add, momentum.

One thing seems sure. Readers of *Life* and *Look* are going to find it hard not to notice the completely fresh and different Pan-American Coffee Bureau ads for the crusade.

Those ads, together with public relations activities by the Bureau, can help your customers buy more of your coffee, and enjoy it more.

Join the crusade! Put your organization behind the drive for honest coffee!

"Tea's hot!"

It's with this theme that the tea industry in the United States is making final preparations for its 14th annual convention.

The convention is being held November 1st-4th at a site as familiar as an old friend, and as hard to surpass: The Greenbrier, White Sulphur Springs, W. Va.

"Strong, dynamic" is the way one tea man describes the business program planned for this 1959 convention.

Sessions are being set up to give you an insight into factors affecting the industry's raw material, in the countries which produce it.

Challenges in the grocery and institutional fields will be pinpointed by specialists in these markets.

New tea industry plans for promotion of the hot beverage in the coming season will be detailed.

Exhibits and events which will take shape at the Tea Center during the coming year will be projected.

Tea's relation to some of the broader currents in the world in which we live will be analyzed by national authorities.

In all of this, the emphasis is on hot tea, which comprises about two-thirds of all the tea served in the country.


Even more than for iced tea, the potential for hot tea is yet to be tapped. What takes place at the convention, on the platform and off it, can give any tea man better equipment to go after his share of that potential.

Besides, there's the social program . . . and there's The Greenbrier itself.

The tea trade's nights of fun at its conventions have long been the envy of other industries. This year's U.N. Evening should be as good as those wonderful events of past years—or even, from what we hear, better.

As for The Greenbrier, well, those of you who have been there know and are eager for another try at that tricky first hole, another look at those rolling hills in autumn foliage.

If you haven't yet been to The Greenbrier, live a little! Let the Tea Association, at 500 Fifth Avenue, New York 36, N. Y., know you're planning to go.



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since 1846*

— • —

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MEMBER: TEA ASSOCIATION OF U.S.A.

the chemistry of tea manufacture

By M. S. RAMASWAMY

We know a lot more now than we did only a short time ago about the chemical changes in tea during manufacture. They are changes which affect color and flavor in the cup. This summary of the changes is from The Tea Quarterly, journal of The Tea Research Institute of Ceylon, St. Coombs, Talawakelle.

The chemical changes that occur in the various stages of tea manufacture were, until recently, imperfectly known. Research in this direction would help not only in improving the existing methods of manufacture, but also in the solution of any fresh problems as they arise. In order to render the present manufacturing practices scientific rather than empirical, a thorough knowledge of the chemical and physical changes that take place during the various stages of its manufacture is very essential.

The chief constituents of tea are, caffeine, tea catechins, pectins, proteins, carbohydrates, leaf pigments, vitamins, essential oils and mineral matter. Our present knowledge of these constituents of tea and the changes that they undergo during the processing of tea is briefly summarized in this article.

Caffeine

One of the principle constituents of tea leaf is the alkaloid caffeine which is a tasteless substance accounting for about 3% to 4% of the dry matter. This alkaloid is also present in other vegetable sources like coffee, cocoa, cola, etc.

About 80% of the caffeine in black tea is soluble in the five-minute brew. Nearly 60% of the soluble nitrogen in tea is derived from this constituent. Caffeine does not undergo any change during the processing of black tea from green leaf. During firing, partial sublimation takes place and a very little of it is deposited on the roof of the driers.

Tea catechins

Tea catechins are the most important constituents of tea and are responsible for the color, pungency and characteristic taste of tea liquors. In the green leaf they are colorless, water-soluble compounds and constitute between 20% to 30% of the dry matter. Until recently very little was known about their composition.

Tea catechins (or tea polyphenols) are quite distinct from the substances used in the leather industry, such as oak gall tannin or tannic acid, which are powerful protein precipitants. The tea catechins are sometimes referred to as gallotannins. Much harm has been done as a result of the confusion of these two distinct groups of tannins, so far as it concerns the effects of tea tannin on the human system. Tea catechins are quite harmless in this respect.

A number of tea catechins have been separated into in-

dividual pure substances and their identity established. The most important of these are catechin, epicatechin, gallo-catechin, epogallocatechin, epicatechin gallate and epigallocatechin gallate. Of these, it has recently been shown by Roberts* that the last three, and particularly epigallocatechin gallate, are present in greatest amounts in tea.

Fermentation of tea was, for a long time, considered to be due to microbial activity, but recent research has established beyond doubt that it is caused by enzymic reactions of an oxidase (oxidizing enzyme) present in the green leaf. It is common knowledge that when an apple or a potato is cut and exposed to the air, the cut portion assumes a brownish coloration after some time. On the other hand, if the potato or apple is dipped in boiling water before cutting, dis-

Tea tannins are different

"Tea catechins (or polyphenols) are quite distinct from the substances used in the leather industry, such as oak gall tannin or tannic acid, which are powerful protein precipitants. The tea catechins are sometimes referred to as gallotannins. Much harm has been done as a result of the confusion of these two distinct groups of tannins, so far as it concerns the effects of tea tannin on the human system. Tea catechins are quite harmless in this respect."

M. S. Ramaswamy

coloration is inhibited, or at least very greatly retarded. This discoloration is due to the presence of oxidizing enzymes in the fresh product which is sensitive to heat. A similar reaction occurs when tea leaf is ruptured in the rolling process.

Tea catechins, like most other polyphenolic compounds, have a large potential capacity for absorbing atmospheric oxygen and thus becoming oxidized. For this reason, the polyphenol pyrogallol, which absorbs oxygen completely, is actually used for the determination of oxygen in mixtures containing the gas. But the absorption of atmospheric oxygen by tea polyphenols is normally very slow. In the presence of enzymes (biological catalysts) present in tea leaf, however, the rate of oxidation is very rapid. The tea catechins and the oxidizing enzymes are present in different parts of the leaf cell. Consequently, as long as the leaf is undamaged, oxidation of the catechins does not take place. However, oxidation commences in leaf damaged during transit from field to factory, forming dark brown streaks at the site of the bruise.

Tea catechins do not appear to undergo any change during withering. The biochemical changes actually commence in the rolling process, one of the main functions of which

P. O. P. for Tea



Point-of-purchase ammunition for United States tea industry's hot tea drive in 1959. The new "Take Tea and See" Time poster meets specifications determined in field tests of food store operators, independents and chains. The poster is 14" x 11", with a 2" flap. Both pieces, in full color, were developed by the Tea Council of the U. S. A. Special kits are being offered by the Council for "Take Tea and See" Time, February 5th-20th.

is to rupture the cells of the leaf and to wring the leaf juices out of it. The catechins come into contact with the oxidizing enzymes and start absorbing oxygen rapidly from the air and become oxidized. Some of the oxidized catechins polymerise almost instantaneously and then condense to assume gradually the characteristic coppery reddish-brown appearance of the fermented material. In other words, the oxidized molecules of tea catechins rearrange themselves and join together in this process. The oxidized catechins also oxidize part of the green pigment of the leaf chlorophyll. The biochemical changes are allowed to continue during the process of fermentation until the optimum degree of coloration is obtained.

One of the chief functions of the next process in tea manufacture, namely firing, is to arrest the enzymic reaction of the fermenting leaf. Enzymes in general are very sensitive to heat treatment and their activity is completely destroyed at high temperatures. This property is made use of in the manufacture of green tea where the leaf is subjected to a process of steaming prior to its manufacture. Tea enzymes are destroyed as soon as the fermenting leaf is subjected to the high temperature of the driers. The moisture content of the product is reduced to about 3% to 4% from about 50% to 60% in the fermented material before firing.

The products of condensation of tea catechins present in made tea may be grouped into: (a) water soluble and (b) water insoluble constituents. The water soluble products may be further divided into (1) ethyl acetate soluble and (2) ethyl acetate insoluble fractions. The desirable characteristics of tea liquors are derived mostly from that fraction which is soluble both in water as well as in ethyl acetate. Roberts (*loc cit*) has recently shown that the color of tea liquors is due to two groups of pigments (1) thearubigins which are rusty brown in color, acidic in nature and constituting about a third of the dry matter of the extract, and (2) theaflavins which are golden yellow in color, neutral in reaction and constituting about 6% of the soluble matter. These are reported to bear a close relationship to the quality of tea.

The ethyl acetate fraction combines with caffeine to form a loosely held complex which precipitates when the liquor

cools down. Tea tasters term this phenomenon "creaming down," and part of their evaluation of teas depends on the amount of this "cream."

In under-fermented and over-fermented teas, the primary products are present in lower amounts than in normal teas, with consequent effects on creaming.

Pectic substances

Pectic substances, which chiefly include pectin and pectic acid, account for nearly 4% to 6% of the dry matter in tea. They are invariably present in all fruits and vegetable sources, but citrus rind is a particularly rich source of pectin. Pectic acid has the property of forming a gel in acidic media, and this property is made use of in the manufacture of jams and jellies.

Tea pectins are partly broken down into pectic acid and methyl alcohol in the presence of another enzyme, pectase—or more correctly, the tea pectin, methyl esterase. Damage to, or bruising of, the leaf during rolling starts this reaction as well, which also continues during the process of fermentation. The reaction is arrested by the high temperatures at firing.

The tea pectin-pectin methyl esterase reaction appears to control the tea polyphenol-polyphenol oxidase reaction of the fermenting material to a large extent. The pectic acid formed in this reaction appears to form a gel in the acidic fermenting material which coats the surface of the latter. Such a gel coating impedes the free absorption of oxygen by the tea catechins and slows down the oxidative process. It also appears that the pectic acid gel helps in the retention of the characteristic twist assumed by the leaf during the rolling process.

Most of the methyl alcohol produced in the reaction is lost into the atmosphere, but it appears likely that part of it is held back by the leaf tissues and possibly converted into esters by combination with the organic acids of the leaf in the presence of an esterifying enzyme. The flavoring constituents of many food products are mostly esters.

Essential oils

The essential oils of tea are mostly methyl esters of various organic acids and are present in exceedingly small quantities. Japanese workers obtained about half an ounce of these oils from about 1,000 lbs of tea.

Chlorophyll and other pigments

It has been stated earlier that the oxidized catechins of tea in their turn oxidize part of the chlorophyll pigment of the leaf, causing the disappearance of the greenish color of the mass during fermentation. Part of the chlorophyll is also decomposed during firing. No change appears to occur to the carotenoid pigments during the various stages of manufacture.

Carbohydrates

The amount of carbohydrates in tea leaf is extremely small. These substances are broken down to water and carbon dioxide by the respiring leaf to provide the necessary energy for cellular activities. Respiration continues through-

(Continued on page 52)

THERE'LL NEVER BE AN ENCORE!



The egg's first bounce will be its last—not so the apple... that's because every packaging material whether it be shell, skin, paper, film, glass or metal has one main specialized function.

Encores for tea come only through tea bag paper made with one major function in mind... **to give the consumer full brew strength and true tea flavor.** The fulfillment of this function through our tea bag paper is more than a recognized accomplishment—it's a purpose to which we are dedicated and have been for more than twenty years.

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India's tea: costs and taxes

Criticism of taxes on Indian tea have been frequent and firm.

But there's another side to the story, says Tea Board chairman.

By A. B. CHATTERJI, Chairman
Tea Board
India

In 1903, the Indian Tea Cess Committee was established at the request of tea producers to promote the sale and consumption, in India and elsewhere, of "tea generally and especially Indian tea." To finance these activities, there was levied upon exports of tea from India a cess of approximately two annas for each 100 lbs. exported, the Committee's affairs being managed by members almost all of whom were representatives of tea growers and, later, of Chambers of Commerce.

From this relatively small beginning through the stages of "Indian Tea Market Expansion Board" and "Central Tea Board" there has developed the "Tea Board" whose activities are no longer confined to tea promotion. Indeed, every aspect of industry is now covered—from labor welfare, transport, supplies, marketing, scientific research and statistics to the more traditional tasks of establishing tea centers, participating in international exhibitions and organizing promotional work itself. Membership of the Board embraces officials and non-officials; Members of Parliament and representatives of labor; tea producers and brokers; buyers; and on *ad hoc* committees, technical experts in all aspects of the industry.

The rate of cess is no longer two annas per 100 lbs.; it was till recently four rupees for each 100 lbs. and has been reduced to two rupees. This reduction has been made possible by substantial reserves in the Board's account and is intended to help producers over rather a difficult time.

Such a body now deals with the working of practically every aspect of what is India's largest employer of organized labor and most consistent earner of foreign exchange. There are over 7,000 tea estates in India, and nearly 800,000 acres of land are under tea. Over a million workers are employed on the plantations, over a hundred crores of rupees is invested in the industry. Over 200,000,000 lbs. of tea are consumed annually in this country, and about 500,000,000 lbs. are exported, 300,000,000 going to Britain. I often wonder if it is generally realized in the United Kingdom that three out of every five cups of tea come from India. At any rate, what follows may not altogether be a pointless reminder of the part played by the Indian tea industry in providing Great Britain's supplies.

I am not unaware of the criticisms—not always just—which are leveled against the tea industry. First, there is the charge that tea is expensive. "Expensive" is a relative

term and tea is cheap in England compared with what it used to be and when it is remembered that the average price realized on the Calcutta Export Auctions for the 1958/59 season was only three shillings and three pence a pound, the charge loses all its force. With this three and three pence, the tea estates have to be cultivated, their factories maintained, coal and oil purchased with which to run their machinery, boxes bought in which to pack their teas, the freight paid for what is sometimes a thousand-mile journey to Calcutta, and, of course, the wages and salaries of all their employees.

The average wage of a tea garden worker is three shillings a day, which is certainly not high: and in Darjeeling, where the yield per acre is low, if a worker manages to make an average of a pound of tea a day throughout the year, he isn't doing badly, and though in other areas the daily output is more, a figure of three pounds a day is rare.

So if anyone is inclined to cavil at the price which he pays for his tea, let him reflect on the difficulties under which it is produced, upon the journey which it has to make to

(Continued on page 56)

Is taxation pricing India's tea out of world market?

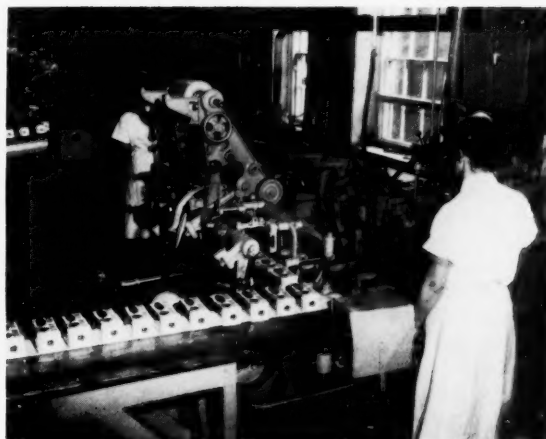
"Mr. E. J. C. Menzies stated that both central and state governments continued to turn a deaf ear to their pleas for a reduction in the industry's crushing burden of taxation. In the short term, the collection from the industry of such vast sums might benefit India, but it was doubtful on a long term basis.

"In support of his views Mr. Menzies quoted the experience gained by China 150 years ago. He recalled China's policy which, he said, was similar to that of India's today. He claimed the outcome of that policy resulted in the extension of the tea industry to India and Ceylon, and in a very short while had led to the Chinese teas being priced out of the market."

—The Tea and Rubber Mail, London, reporting on the address by Mr. Menzies, as chairman of the Anamallai Planters' Association, to the organization's 45th annual meeting.



Testing tea for Red Rose are R. W. Davis (left) and A. L. Porter. They are two of the three men on a board which does most of the tasting for the company. Both men are directors of the firm.



Two Job Day machines in operation at the Saint John, N. B., Red Rose factory, one of the biggest tea plants on the North American continent. Bulk of the production is in packaged loose tea.

75 billion cups of tea ago!

**A lot of Red Rose beverage has passed Canadian and U. S. lips
since Estabrooks, now Brooke Bond, got underway 65 years ago**

Look back six decades and more in the history of most any commodity and you'll find evolution, more for some products, less for others.

For tea, in Canada, it has been a drastic evolution—in the product and especially in the market. Nowhere is this more evident right now than in Brooke Bond Canada Limited.

This company, known until earlier this year as the T. H. Estabrooks Co., Ltd., is looking back with somewhat wide eyes at the distance it has traveled since it was founded in Saint John, New Brunswick, in 1894.

The change in name is part of the evolution, but the reason for the change isn't new. It has been underway for about 27 years.

It was in 1932 that Brooke Bond purchased the common stock of Estabrooks, with its famous Red Rose brand. The parent company, which has headquarters in London, is the largest distributor of tea in the world. That is saying a lot. Someone in the company has figured that more than 150,000,000 cups of Brooke Bond tea are drunk each day around the globe!

Today the parent firm has more acreage in tea plantations than any other distributor. It also has subsidiaries most everywhere around the world in tea distribution, label and package printing and allied industries.

The name change for the Canadian operation, from T. H. Estabrooks to Brooke Bond, is mostly a step to tie up loose ends in the legal and technical areas.

The new name doesn't mean any change in quality, distribution or service methods of Red Rose, the Estabrooks brand, it was emphasized by H. L. Keen, company president. What it does do, he said, is bring "added scope and background to the business."

One result, for example, of the Brooke Bond relationship is this: the Red Rose organization is also distributing Blue Ribbon products, made by an associated company.

By any yardstick, today's Red Rose operation is big. It employs, directly, more than 1,000 workers. Output of its Saint John plant is one of the largest in North America. In fact, Saint John produces more one-pound tea packages than any other single plant. As for markets, today Red Rose sells its tea and coffee from coast to coast in Canada, in the United States and in the West Indies.

This is a long jump from the little operation established by T. H. Estabrooks on Dock Street in Saint John 65 years ago. One company man figures Red Rose started 75 billion cups of tea ago!

Mr. Estabrooks seemed to know early in life what he wanted: a business career. He attended the old Kerr's Business Institute, in Saint John, and when he graduated in 1884 he joined W. F. Harrison & Co., Ltd., One year later he was manager!

Then came an interruption. He volunteered for service in the action to put down the Louis Riel rebellion, in western Canada. After, he returned to his managerial post for another nine years. But he was restless for new business

horizons, and in 1894 took the big jump. He started his own company.

He began as a general commission merchant, with a small outlet and warehouse on Dock Street, in Saint John. He had one clerk, Herman Sullivan.

Tea was one of the items which Mr. Estabrooks imported for local merchants. He sold it from a wheelbarrow to Saint John grocers.

But, he soon realized, this was a product ripe for expansion. The way, he felt, was tea in brand-name packages, to replace retail selling by the grocer in bulk out of chests.

A blend for the package was developed by Mr. Estabrooks and R. W. Miles, who had come over from England full of enthusiasm for the new Indian and Ceylon teas. The blend was packaged and sold under the now familiar name, Red Rose Tea.

This step was one example, a significant one, of the kind of pioneering spirit which marked the business career of Mr. Estabrooks.

A pioneer in packaging

He was the first in Canada's Maritime Provinces, and only the second in the country, to put tea into packaged form.

The new tea took hold quickly. Word about it spread far beyond the borders of New Brunswick, and before long Mr. Estabrooks had to set up branch warehouses and distribution facilities in Ontario and western Canada.

In 1903, he established a vast new headquarters building at the corner of Mill and Dock Streets, and this has been the Saint John home of Red Rose ever since.

A tireless worker, Mr. Estabrooks continued to seek out new areas for expansion. Offices were opened in Toronto,

Winnipeg, Calgary and Edmonton. Then he pushed across the border into the New England states, where Red Rose soon became a standby on grocers' shelves.

Mr. Estabrooks was aware that tea leaves in the cup were a source of annoyance to some tea drinkers. Early methods of solving this difficulty caught his attention.

He got in touch with a South Carolina inventor who had perfected an automatic cigarette packaging machine. This device was brought to the Saint John plant. There it was modified and developed into the first gauze tea bag machine in Canada.

New machinery

This readiness to put to good use—and even stimulate—advances in tea processing equipment was typical. New modern machinery was installed as it became available, to improve output.

In 1913, the company added Red Rose Coffee, packaged in vacuum tins and bags. The most recent addition was instant coffee, in 1952.

Today, with the Blue Ribbon products also being distributed by Red Rose, the variety is even wider. It includes Blue Ribbon tea and coffee, as well as spices, extracts and chocolates.

The Red Rose organization, rather like its products, represents a blending from different countries and continents. Consider the top men . . .

Mr. Keen, the president, was born in England. He went to work for a tea house at the age of 18, then became assistant tea taster and office manager for Brooke Bond in Formosa. These Far East years ran from 1925 to 1940.

(Continued on page 58)

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Member: Tea Association of the U.S.A.

**Dr. Ukai presents paper in Cincinnati
on tea as antidote to strontium 90**

Dr. Teiji Ukai, president of Japan's Shizuoka Pharmacy College, gave his paper on tea research before the Scientific Section of the American Pharmaceutical Association in Cincinnati last month.

The paper, which has stimulated popular interest here and abroad, is titled "The Influence of Tea Tannin on the Gastro-intestinal Absorption of Radioactive Strontium." Co-authors are Eiichi Hayashi and Shigeko Saito.

The authors undertook experiments to determine whether tea tannin would have a "diminishing effect" on the skeletal deposition of ingested strontium 90.

After oral administration of strontium-90 solution to rats, tannic acid was given to the animals by mouth as a 1% or 2% solution. Control rats were given distilled water. Rats were later sacrificed and the skeletons reduced to ashes, which were then dissolved in dilute hydrochloric acid and assayed for radio-activity.

The authors observed that tannic acid decreased the skeletal deposition of the ingested radiostrontium by 24% to 37%, compared with the controls.

Reporting Dr. Ukai's talk, the Cincinnati Post & Times-Star said: "One of America's No. 1 summer refreshers—iced tea—may hold the primary protective element in the world's battle against radioactive fallout."

The Cincinnati Enquirer told its readers that "from Japan, the first nation to bear the scars of nuclear war, comes hope for a way to reduce the effects of radioactive fallout."

The United Press International said that "tea, gulped by millions in the summer to keep cool and in the winter to keep warm, may also be a potential aid in protecting mankind against deadly nuclear fallout."

Dr. Ukai also appeared on TV news programs and was scheduled for a television interview.

Members of the tea industry were keenly interested in Dr. Ukai's report. In general, there was a feeling that the research might develop facts which could encourage more tea consumption.

One observer associated with the tea industry, himself a scientist, indicated that from the viewpoint of tea promotion, the results of the research could only be considered preliminary.

Much more work is needed, this observer suggested, including going beyond laboratory animals to effects on people.

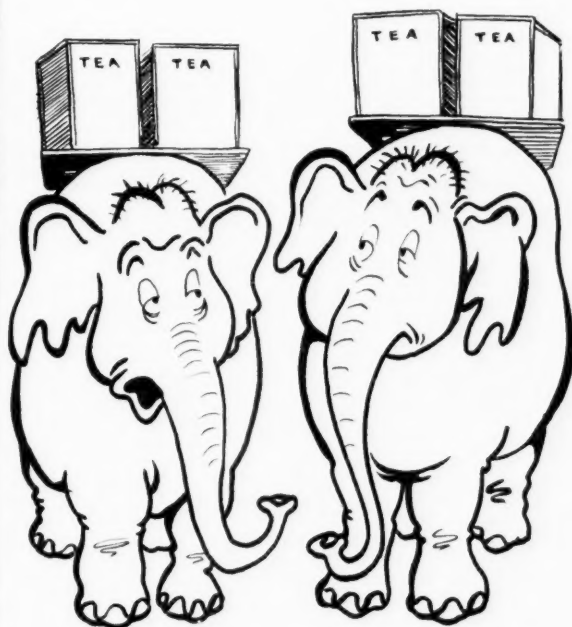
**Polyethylene film on lemon with tea
makes squeezing more convenient**

Here's an idea to pass along to restaurants eager for the little touches that make them stand out.

Fold a square piece of polyethylene around the lemon slices served with iced—or hot—tea.

When the diner squeezes the lemon, his fingers don't become sticky. Moreover, the transparent film keeps the juice under control, preventing stains on clothes. And, of course, the whole thing is more sanitary, with less handling of the lemon itself.

Small size polyethylene tubing, cut in proper lengths, could be used for the same purpose.



"I understand this stuff can give you a lift."

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351 California Street

John Anderson named executive director of Tea Council

John M. Anderson has been named executive director of the Tea Council of the U.S.A., Inc., it was announced by Robert Smallwood, chairman of the board of directors.

For the past three years, Mr. Anderson was director of advertising and promotion for the Tea Council.

He is also secretary of the Council, the international promotion partnership between the governments of India, Ceylon and Indonesia, and the United States tea trade.

Prior to his association with the Tea Council in July, 1950, Mr. Anderson had been vice president of the Faught Co., a public relations firm; associate director of publications and promotion for the Committee for Economic Development; and director of popular promotion for Columbia Records.

Mr. Anderson is a graduate of Bucknell University, and during the war was commissioned with the United States Navy.



the chemistry of tea manufacture

(Continued from page 46)

out withering, and even during rolling and fermentation undamaged leaf continues to respire to some extent. It has been found that 1% to 2% of the dry matter of the leaf is lost on account of respiration during withering.

Proteins

Tea contains minute quantities of proteins and amino-acids. Proteins are partly broken down to simple water soluble substances, the amino-acids, during withering. They do not appear to have any role in fermentation, nor do they appear to undergo any further change during the process of manufacture.

Vitamins

Tea leaf contains carotene (pro-vitamin A), ascorbic acid (vitamin C), and the vitamins of the B group riboflavin, thiamine and pantothenic acid. Carotene being insoluble in water, it is not found in the beverage, while vitamin C is completely destroyed during tea manufacture. The vitamins of the B group are not affected by the manufacturing process and are highly soluble in water. It has been found that a cup of tea contains about 27 ug riboflavin and 75 ug pantothenic acid. About five cups of tea provide nearly 5% of our daily requirement of these vitamins.

Minor elements

Tea contains minute quantities of copper, zinc, boron, aluminum, iron, calcium, manganese, magnesium and fluorine. Copper forms an essential part of the polyphenol oxidase and is therefore of vital importance for the fermentation of tea. About 25% of the copper content of tea leaf is present in the enzyme system. This discovery was put into practical use in Nyasaland, where it was found that teas grown in certain areas could not be fermented properly until they were sprayed with copper compounds. Their soils were found to be deficient in this element.

During the spraying of tea with copper fungicides for the control of blister blight, it was found that part of the residual copper is absorbed by the leaf and retained to some extent. When applied in great excess, copper replaces some of the magnesium in the chlorophyll molecule; the copper-chlorophyll formed being more resistant to oxidation by oxidized tea catechins than normal chlorophyll, this leads to the production of greenish infusions.

It should be mentioned, however, that greenish infusions are also the result of under-fermentation of tea leaf. Up to 20% of the copper in tea is soluble in the brew. Minute quantities of copper are essential in the human diet for the normal functioning of the liver in the formation of blood.

Tea contains traces of fluorine, part of which is soluble in water. It has been found that drinking water containing traces of fluorine is beneficial for the healthy growth of teeth and in the prevention of dental cavities. The liquors from Ceylon teas can, therefore, be considered to have a possible beneficial effect for this reason.

* Roberts, E. A. H., (1958). *J. Sci. Food Agric.*, 9, 581.

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He-men do drink hot tea,

Readers Digest article says

Who drinks hot tea? A lot of he-men, Robert de Roos points out in an article in the September issue of Reader's Digest.

Mr. de Roos takes a dim view of acceptance of hot tea. "In the popular mind," he declares, "no red-blooded American male would be caught sipping tea—least of all in the chintzy quaintness of a tea 'shoppe'."

This attitude, Mr. de Roos says, has sad results on tea service in restaurants. "The most a tea drinker ever gets for seconds is a splash of warm water over a debilitated tea bag which has already given its all," he comments. "There is nothing so disconsolate as a secondhand tea bag."

What Mr. de Roos sees as the popular attitude is all wet, he indicates.

"Tea packs a wallop all its own," he points out. "It gives up the metabolism, sharpens the intellect and renews the fatigued fibers of the body. Physicians testify that tea gives an immediate and also a delayed lift, without the depressing after-effects of other stimulants. One doctor called tea drinking 'the art of being relaxed while fully conscious.' 'Cups that cheer but not inebriate,' was the way William Cowper talked about tea."

Besides, Mr. de Roos adds, all the nice things said about tea are proved by the people who drink it. They include Arctic explorers, mountain climbers, jockeys, lumberjacks, Bing Crosby, lots of athletes and a fellow named Robert de Roos.

"Not a panty-waist in the lot," he concludes.

Business, social programs readied for tea convention

Plans for the 1959 convention of the Tea Association of the U.S.A. are being whipped into final shape.

This 14th convention is being held at The Greenbrier, White Sulphur Springs, W. Va., November 1st-4th.

The program will include stimulating, informative business sessions; social events, including a U.N. Evening in the remarkable tea industry manner; and varied recreation activities, from golf to horseback riding.

Canada's Tea and Coffee Association picks

Chateau Frontenac for 12th convention

The historic city of Quebec, founded in 1608 and sitting majestically atop Cape Diamond on the shores of the St. Lawrence River, will be the site of the 12th annual convention of the Tea & Coffee Association of Canada.

The dates are September 27th-30th.

To this old walled city will come over 200 delegates from many parts of the world, trade leaders expect.

Association President W. L. Scandrett, of Toronto, announces an outstanding program with a number of distinguished speakers participating. Dr. Margaret Pirie, an eminent anthropologist of Yale University, will speak on "The Human Animal and How It Behaves." Nolin Trudeau, a humorist from Montreal, will address the delegates on "How to Speak to Canadians and Canadians in Two Languages at the Same Time."

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**New automatic tea dispenser
is marketed in United Kingdom**

A new British-made automatic tea dispenser, which brews fresh tea for each individual cup, is to be marketed in the United Kingdom this fall, according to The Tea and Rubber Mail, London.

Primarily designed for use in industrial canteens and for factory tea-services, the machine—the Teamatic—may be used successfully in other locations where large-scale tea consumption is customary.

The Teamatic measures 5 ft. high, 2 ft. 6 in. wide and 2 ft. 3 in. deep. On the insertion of a coin—the amount being fixed in advance—the machine delivers a cup of individually brewed tea in nine seconds.

The cup-capacity is 600, the cup-tainer being situated within the machine. The Teamatic can be regulated to supply a continuous number of 250 to 260 cups of tea per hour. Homogenized liquid milk is used, and, by pressing a button, the consumer may obtain his tea with or without sugar.

Ordinary leaf tea is used. As soon as a coin is inserted, an amount of leaf tea is immediately ground, thus releasing its full flavor and aroma. The ground tea is dropped into a mixing container, where boiling water infuses the tea and sugar. The tea then flows into a brewing chamber where, after a short pause, it passes through a filter paper into a previously positioned cup. There the addition of liquid milk from a built-in refrigerated tank completes the process.

The amount of tea, milk and sugar used are predetermined. Used tea is disposed of automatically, and empty cups

may be placed in an auxiliary receptacle provided for the purpose.

For the production of 260 cups per hour, 1¾ lbs. of leaf tea are required. The capacity of the milk refrigerating tank is 2 gallons—enough for 600 cups.

Further developments are underway which will enable the Teamatic to dispense no less than six separate hot drinks—tea, white coffee and black coffee, each of them with or without sugar. The coffee is brewed individually for each cup from freshly ground coffee beans.

**Lipton names new ad agency
to handle tea products**

Thomas J. Lipton, Inc., Hoboken, N. J., has announced the appointment of Sullivan, Stauffer, Colwell and Bayles, Inc., to handle Lipton Tea and Lipton Instant Tea advertising.

William B. Smith, Lipton Vice President in charge of advertising, said in explaining the move:

"The evolution of our growth, organization and future plans is such that we feel Lipton needs an additional major advertising agency participating in its marketing operations. The potential advantages of more diversification in agency services has been apparent to us for some time.

"Young and Rubicam has done a great job for Lipton Tea since it took over the account late in 1937. Our confidence in the talents and capabilities of Young & Rubicam is best expressed by the fact that the agency will continue to handle the advertising and publicity for our growing line of Lipton soup mixes."

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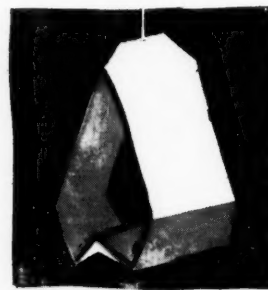
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**WHICH
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Brisk Flavor! First, drinking Lipton Tea relaxes you. Then, its brisk flavor picks you up.



Exclusive "Flo-Thru"® Tea Bag! Lets all the brisk Lipton flavor come through.

Answer: Lipton, of course!

Housewives trend to coffee cans, larger containers, survey shows

Purchases of coffee by United States housewives during the last few years indicate a trend toward cans as opposed to bags and toward larger containers for both regular and instant coffee.

These changes in coffee packaging for household use were discovered in a survey made for the Pan-American Coffee Bureau by the Market Research Corp. of America.

In the first half of 1955, cans made up 59% of total purchases of regular coffee, but by the second quarter of 1959, the proportion had increased to 67%. Housewives' preferences for cans showed a marked divergence geographically, with cans increasing in relative demand from the East Coast to the West Coast.

The survey revealed that the traditional one-pound con-

tainer of regular coffee lost ground to two- and three-pound containers in 1958, compared with 1957. Two- and three-pound units were marketed in all regions, but they were most important in household purchases in the West and Northeast.

U. S. households also indicated a preference for larger units of instant coffee. The smaller size jars, two-four-and five-ounce, all showed a notable decline in 1957, compared with 1956. The loss was explained by the rise in the relative popularity of the six-ounce unit and the emergence in 1957 of the eight-ounce size. Demand for the units of various sizes was relatively unchanged in 1958, compared to 1957, except for an increase in the number of eight-ounce jars at the further expense of the two-ounce jars.

Predict rise in packaging machinery sales in 1960

Packaging machinery, and related packaging materials, will have a sales volume in 1960 27.37% higher than the prediction for 1959.

This forecast was compiled from the answers to a survey made among exhibitors in the Packaging Machinery Manufacturers Institute Show, to be held at the New York Coliseum November 17th-20th. A report on some of the responses made by exhibitors was recently released by L. West Shea, president, Hanson & Shea, Inc., Pittsburgh, managers of the PMMI Show.

Also pertinent to packaging machinery sales were ex-

hibiting companies' reports on current business, as compared to 1958. Sales for 1959, report the exhibitors in the PMMI show, will reflect a 24.67% increase over business transacted in 1958.

The survey also strongly supports the PMMI show theme—"Products in Action." Exhibiting companies indicated there will be an average of 2.7 units of packaging machinery in actual operation per exhibitor. These machines will be performing complete packaging operations for the more than 20,000 visitors expected to visit the packaging machinery mart.

Says bags lined with cellophane offer new coffee protection

Greater flavor protection and more durability are key results of a new development in coffee packaging—a bag with a polymer-coated cellophane liner, according to the manufacturer of the liner.

Three converters are already manufacturing the bags, which have an inner jacket of 300-gauge K-202 cellophane combined with the outside paper.

Today's move away from coffee grinding at store level gives new importance to the problem of preserving delicate coffee flavor, from distributor grinding to home coffee pot, the manufacturer declared. The new bags, which combine the barrier and strength characteristics of polymer-coated K cellophane with its low packaging cost, have

shown in tests that they provide greater protection for both flavor and contents throughout shipping, handling and shelf life.

Several "blind" taste evaluations, using various coffee blends, have been conducted by independent coffee packagers at the request of the Du Pont Co., Wilmington, Del., which makes the K cellophane. Professional tasters reported that, in all cases, the flavor and freshness of coffee from bags lined with 300-gauge K cellophane was equivalent to, or slightly better than, the same coffee stored in bags lined with a more expensive 120-gauge thickness of another film now used in bags, Du Pont said.

In addition, the K cellophane-bagged coffee was judged

considerably better than samples packed in an 80-gauge liner of the film now in general use. This thickness is often used where economy is critical.

The price of the 300-gauge K-202 cellophane liner is approximately the same as that of the 80-gauge competitive material and about one-third less than the 120-gauge.

Durability tests also scored all three types of bags following shipment over a 400-mile route with a dozen transportation changes. The tests, run during severe freezing weather to point up any tendency for bags to crack or grow brittle, did not show significant damage to any of the packages. In addition, drop tests run by a converter showed that the K cellophane-lined bags withstood four times as much drop abuse as the others.

The unique protection and durability of bags lined with polymer-coated cellophane has already influenced other food processors to choose them as a barrier material to protect flavor and to control moisture. Cake mixes, spices, seasonings and cookies are now packaged in this manner, and manufacturers are also considering dessert mixes and beverage mixes.

Converters who manufacture the cellophane-lined bags include Continental Can Co., Arkell and Smiths, and American Bag and Paper Co.

PACB names officers for coming year

The executive committee of the Pan-American Coffee Bureau has announced the election of the following officers for the current fiscal year: president: J. R. S. Hafers, of Brazil; first vice president: Andres Uribe of Colombia; second vice president: Jorge Canavati, of Mexico.

At its annual meeting, the board of directors designated Brazil, Colombia and Mexico as members of the Bureau's executive committee. Each country appoints its representative.

In accordance with the Bureau's constitution, the representative from Mexico will also represent the remaining ten members: Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama and Venezuela.

Alternate members of the Committee will be the representatives of El Salvador, Carlos Cordero d'Aubuisson; of Ecuador, Marcos Uscocovich; and of Cuba, Ernesto Alvina Sabas.

India's tea: costs and taxes

(Continued from page 48)

reach him, and upon the wages which, producers tell me, are the most that can be paid under present circumstances.

Then there is the complaint that even supposing that the producer does not get much for his teas, government taxation increases the price to the consumer out of all proportion. I would agree about this in respect to import duties which, particularly on the Continent of Europe, are extremely high; but I do not consider that in present times the export and other duties put up the price to the foreign buyer, who bids in the auctions what he wants to, and tends to be oblivious to production costs, of which taxation is one. Naturally taxes reduce the profits of tea companies, but I have yet to be convinced that the foreign consumer

is adversely affected by such taxes, especially when supplies of tea exceed demand.

Those who have tea shares will, nevertheless, ask why the industry must be burdened with heavy duties. As consumers of tea they may be unaffected, but as shareholders they must suffer. The answer is obvious: India is one of the producers of tea, a commodity which is in general demand. There are not many such commodities in the present stage of our development, nor are there many industries—tea is not just an agricultural product—of such magnitude in our country. We have set ourselves the task of fulfilling the Five Year Plans, and have got to raise the money.

Surely, there is nothing unorthodox in a government taxing its own people and its own industry for generous help from overseas loans; we have had the sterling balances to draw upon. But if we are not going to depend upon such external sources for all time, we must look to ourselves. This is not to say that government can be or is unconcerned about keeping the tea industry in good health. Only last September the previous variable export duty which had remained steady at 38 naye paise per pound was reduced to a flat rate of 26 naye paise per pound. A further reduction of 2 naye paise per pound was again announced in the current year's budget proposal.

And nationalization?

Some are anxious about nationalization and see in each reference to the subject a threat to their interests. Yet in matters of nationalization, the government of India's policy is clear and unequivocal. There is no wish to interfere in things which are well-managed, or to use money in buying up companies when the money could be so much better spent in establishing new enterprises. Government wants to use its resources in men and in money in building something new, not in buying up something already in existence; it wants to supplement existing industries, not to replace one set of owners by another. Government's declared policy—and in this there is no question of any discrimination between foreign or Indian managed estates—is an assurance that so long as they are well-managed and self-supporting, so long will ownership remain undisturbed—and if further assurance were wanted by any, they might look for it in their own complaint about heavy taxation. It is by now generally recognized that the climate in India for retention of capital already invested or for fresh investment is most favorable. A study of the recent position of (non-banking) foreign investments in India—most of which comes from the U. K. and the U. S. A.—would confirm this.

The tendency, nevertheless, for a small part of British capital to withdraw from tea was understandable insofar as a few estates found themselves no longer capable, under traditional management, to fulfill the obligations which grow up in a welfare state, but we have not always found it easy to disassociate the establishment of new estates on the African continent from pleas for relief and from talks of regulation of crop in India. We know that poverty in Africa matches poverty in parts of Asia, and we have too much sympathy for underdeveloped areas to grudge them the help which comes from foreign investment, but it is the marginal 30,000,000 or 40,000,000 lbs. in demand or in production which makes the difference between prosperity and a slump.

I do not want to give the impression of supporting vested interests, of seeking to create monopolies or of presuming

(Continued on page 64)

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

nutmeg and mace in Grenada

By DR. ERNEST GUENTHER, Vice President and Technical Director
Fritzsche Brothers, Inc.

Part 1

This is another in the outstanding series of reports written by Dr. Guenther from on-the-scene observations. Copyrighted by Fritzsche Brothers, Inc., the report is published here by special arrangement.

Introduction

Enchanting Grenada, the most southerly of the Windward Islands, is located about 110 miles north of Trinidad. Like most of the West Indies, Grenada is of volcanic origin and mountainous; tropical vegetation, both wild and cultivated, covers the slopes and valleys from the coast to the high peaks in the interior.

Standing on a mountain, perhaps near the Grand Etang—a volcanic lake 2,000 feet above sea level—the visitor looks down upon extensive groves of nutmeg trees; below these, at lower altitudes, upon plantings of banana, breadfruit and palm. Beyond stretches the coastline with its white beaches and the turquoise expanse of the sea sparkling in the sun.

Grenada is densely populated, with more than 90,000 people squeezed into an area of 120 square miles, part of this unproductive. The population consists chiefly of the descendants of slaves imported from Africa more than 100 years ago to work on the great sugar plantations. Since the island has no mineral resources, no oil and no industry, its people today depend for their livelihood almost entirely on agriculture. At roughly 1,000 humans per square mile, this can only mean a submarginal existence for most individuals, with all the shocking poverty that this implies.

Moreover, modern methods of hygiene and sanitation have eliminated endemic tuberculosis, yaws and syphilis, lowered infant mortality, and brought about an explosive increase in population, with results that cannot be foreseen. What will be the fate of the innumerable children born every year—many of these illegitimate? At adolescence they will have no place to go, with the neighboring islands equally



Drying nutmegs which are still in the shell.

overpopulated, and the Americas and Australia closed to them for immigration. England might receive them; but the climate there is too rigorous for these children of the tropics, and the labor unions in England are opposed to competition by low priced labor from abroad. Unless fundamental remedies are adopted, the future for the native population can only mean more misery and squalor.

Even today, the land is subdivided to such a degree that a single family must attempt to make its living from ridiculously small patches of land. There are thousands of native peasants who own from one-quarter to one acre, or perhaps two. On this they grow bananas, breadfruit, coconuts and a few chickens or pigs for food. A small number of cocoa and nutmeg trees may provide a little cash, but that is about all. In fact, it may be that the ease with which simple foods can be raised here has made the natives indolent, and has been the most serious obstacle in the way of agricultural progress.

At any rate, the local Department of Agriculture is making serious efforts to introduce high-yielding crops to provide for future demands on the part of the population. In these efforts, the government is supported by the few re-

maintaining large landowners—most of them of English colonial families—who realize the gravity of the situation. Unfortunately, agricultural advancement is handicapped by lack of cooperation on the part of some wealthy natives, who are taking land out of cultivation for real estate speculation, in the hope that increasing tourist trade will boost prices for sites near the seashore. These speculators are real parasites, in the opinion of the agricultural administration, and there is a strong movement among competent officials towards legislation which would require that such land be made available for cultivation by small settlers or sharecroppers.

The following statistics will give an idea of the importance of the various agricultural crops exported from Grenada in 1956:

Nutmeg—35,626 cwt. valued, in B.W.I. dollars, at \$3,462,455; mace—1,169 cwt., \$461,971; nutmeg oil—2,385 lbs., \$21,675; cocoa—11,400 cwt., \$650,187; bananas—66,839 stems or 2,199,747 lbs., \$138,500; copra—2,259 cwt., \$32,989; lime juice—33,520 gals., \$7,882; lime oil, distilled—460 lbs., \$2,904; cotton—796 cwt., \$7,635. (Data given to the writer by the Department of Agriculture, Grenada, February, 1957.)

These figures indicate that nutmeg is the most important crop in Grenada.

(To be continued)

Spices near top in food store sales growth;

barbecue sauces showed biggest increase

What items showed the biggest growth in sales in food stores last year?

Barbecue sauces racked up the biggest increase, according to Food Field Reporter's study of food spending in 1958.

The second fastest growing item last year was spices, which came through with a jump of 19.1% over the year before, according to the study.

For all foods and grocery products, the 1958 sales increase over 1957 amounted to 5.7%.

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AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

67 California Street

San Francisco 11, Calif.

75 billion cups of tea ago!

(Continued from page 50)

Then he came to the United States, to establish an office in Portland, Maine. He was named company president in 1952.

The vice president, on the other hand, is a native of Saint John. R. W. Davis, who now operates out of Montreal, is considered a dean of the tea industry in Canada. He's been doing tea tasting for more than 30 years, but his responsibility goes far beyond that. He is in charge of buying and blending coffee as well as tea, and in addition heads up all of the company's production activities.

Mr. Davis joined Red Rose in 1920. During World War II he served government agencies in an advisory capacity on food production. He is now chairman of Canada's federal specifications committee for tea and coffee supplied to government agencies.

Another director, A. L. (Leslie) Porter, is a native of Northern Ireland. He joined Brooke Bond in London in 1932, went to the Indian company in Calcutta in 1935 and served there until 1952—except for the war years, when he was in the Indian Army. He was transferred to Canada in 1952, in the Montreal office, and was named a director in 1957.

Most of the taste testing for Red Rose is handled by a three man board—Mr. Davis, Mr. Porter and Peter Milson.

The man who heads up Red Rose sales, E. A. Trites, who is also a director, is a native of New Glasgow, N. S. He followed his father into the Red Rose company, and worked his way up—from tea taster to manager of the Maritime Provinces and, in 1953, to director of sales.

Director J. B. Brydon, the company's secretary-treasurer, was born in Edinburgh, Scotland. He was a charter accountant there for a number of years. During World War II he was financial director of the tea division in Britain's Ministry of Food. He joined Brooke Bond in 1946 as chief accountant, and came to Canada in 1949.

Canada, and Red Rose, have come a long way since clipper ships delivered tea to Mr. Estabrooks at his first Dock Street office.

In one respect, at least, the pattern tends to stick. In today's modern operation, more than half of the Red Rose imports are still landed at Saint John. One reason is that Saint John is a year-round port. In the winter, all Red Rose tea goes through Saint John.

What lies ahead? Certainly there won't be any resting on Red Rose laurels. If anything, there'll be more power in the merchandising and marketing operations.

Mr. Keen puts it in these quiet words: "We are looking forward to continuing expansion and development in the years ahead."



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San Francisco Samplings

By MARK HALL

■ ■ Now that the Latin American nations are trying hard to put the finishing touches on a world coffee pact, it remains to be seen what effect it will have on prices and the flow of coffee in the world markets.

It is reported here that there are three steamers afloat to the Pacific Coast with 180,000 bags of coffee from Brazil. This, added to imports of coffee for the country as a whole of about 2,000,000 bags in July, means that stocks on hand will build up rapidly.

It could be that the low inventory of roasters, which tended to increase the sensitivity of prices, will be no more, for a while at least. On the other hand, large stocks might increase pressures on prices.

Another factor which is arousing discussion among green men is the matter of consigned coffees. They can't figure out whether it is by the IBC, which is strongly denied, or by private shippers. It is believed that the same people who brought in the consigned coffees before are bringing them in now. Will they be for quick sale, or will selling be more orderly?

Colombians are being held in strong hands by the Federation, and the market is firm. Centrals are beginning to come in early this year, with El Salvador committed for sizable shipments from September to November. Brazils are of good quality, and with present prices are selling freely. With a spread of about 9¢ between Brazils and Colombians, the boys are wondering which moves first to narrow the gap.

■ ■ Of more immediate concern to coffee men, both roasters and importers, as of this writing, is the present teamster strike. Roasters can only get coffee to their plants by railroad car and out by the same means. This is more acutely felt by the smaller roasters. Green men can't make a deal in many cases, because there is no certainty as to when coffee can be delivered. Green coffee is piling up on the docks. Local newspapers estimated that 132,000,000 cups of coffee are tied up.

■ ■ The Western States Tea Association

held its usual meeting at Gino's last month. Fred Vance, who had been ill for some time, returned to his job all well and in good spirits, and presided at the meeting. The discussion centered on the annual picnic to be held at Huddar Park, near Woodside, on September 27th. Plans are for an outstanding affair and tea men are urged to attend.

Ed Spillane seemed to be the man arranging everything. Whether elected, appointed or inherited, the job of running things falls to him.

Great thought was given to the selection of heads of committees. Werner Lewald was appointed chairman of the ladies

The
backlog
man
See
"Mark my word"

on Page 29

games. This is the right spot for handsome, debonair, suave Werner. Gene Lynch was appointed head dispenser of liquid refreshments, to insure that everybody got their share, including himself. Considering the talents of Mark Hall, he was appointed head of the janitorial and garbage service, so important at picnic grounds.

Larry Meyers will call the bingo games, reminiscent of his younger days, when he spoke to the dice, pleading for a seven-come-eleven. Hot dog servings are to be in the "southern hospitality" hands of Jack Sassard, from South Carolina. Assisting him will be that connoisseur of spice and flavoring, Ray Graham.

It takes two good men to keep the boys in line at the horseshoe games. The Jim Mahoneys, father and son, are the team that will do it. Handling the children's games will be youthful Stan Lee.

Bids were entered by people wanting to be the partner of Charlie Montague, former professional baseball player and dead shot with the horseshoes. This will be a test of the honesty of the Mahoney's.

Go to the picnic and see the fun for yourself. You don't need to send any money along with your bid. "We'll bill you later," as the radio disc-jockey says.

A visitor at the luncheon was Arthur W. Brinckerhoff, buyer for Safeway in the Oakland office.

■ ■ The Dunn & Cain Co., Los Angeles, has opened an office at 25 California Street, with Don Harvey as local manager.

■ ■ The Beardsley & Williams Co. has moved its offices across the street, to 90 California Street.

■ ■ Doug Wood is now associated with W. R. Grace & Co. Tony Moro has been transferred back to Guatemala to take charge of the Grace office there. Fred De Bow was made manager, on Tony's transfer. Fred has been with Grace for 18 years.

■ ■ Coffee men like to stick together. Mr. and Mrs. Neal Hopping and Mr. and Mrs. Pat Pattinson were on the same steamer, the Porsanger, on a trip to Vancouver last month, vacation and fun only object.

■ ■ C. & T.I. relies on Harvey Brockage to furnish the comings and goings at E. A. Johnson & Co., and they are always flying over the Western Hemisphere visiting the company's far-flung interests! A recent visitor to their offices was Harold Facklam and Max Edl, Mexico International Merchantile, Mexico; John Gumpel, Leon Guttman & Co., Guatemala; Ed Wilson and Tony Bonilla, Bonilla & Wilson Co., San Salvador. Ed Johnson, Jr., loafed at Echo Lake last month, and Bob Powell, after flying to Ecuador, Peru, Colombia and Guatemala, returned home to rest at the Grand Teton.

■ ■ Elmer Briggs and Mrs. Briggs had their summer adventure, going by Greyhound Bus to Montgomery, Alabama, where their son is stationed in the air force. Elmer said that if you want to see the country, other than by driving one's own car, a bus trip is the way.

(Continued on page 64)

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New York News

■ ■ The best turnout yet. That's the way it looks, at this writing, for the New York City Green Coffee Association's fall weekend meeting at the Otesaga Inn, Cooperstown, N. Y., September 18th-20th.

A week before the "conventionette," more than 185 people were registered. This is more than for the previous weekend meetings, and is an especially good response in view of the distance to Cooperstown.

■ ■ The Green Coffee Association has named its officers for the coming year. J. M. Clark has been reelected president. H. F. Baerwald was named vice president, and J. G. Cargill treasurer.

Elected a director for the term ending September, 1960, was J. E. Burt. Named directors for terms ending September, 1961, were Carl Borchsenius, W. C. Englissee, Fred Kohn, H. R. McComb, H. M. Scheffer and J. A. Sherman.

Placed on the adjudication committee were W. L. Bolte, C. J. Hughes, H. A. Fraenkel, W. L. Korbin, Jr., Torben Nielsen, H. F. Sneden, J. F. Sullivan and R. E. Wear.

Alternates on the adjudication committee are G. W. Fallar, Jr., G. H. Krieger, Paul Ritter, R. W. Schlegel and J. J. Schwartz.

Comprising the nominating committee are S. B. Heron, G. C. Hunger, G. M. McEvoy, J. A. Sim and C. F. Slover.

■ ■ Home economists and members of the press participated with delight last month in a luncheon to start a crusade for honest coffee.

On hand were armed knights, fair ladies, strumming minstrels and even a jester.

The launching took place at—where else?—The Roundtable, on East 50th Street.

In addition to heralding the beginning of a crusade, the luncheon brought to light a talent in the coffee industry—Donald Wilde, in the public relations department of the Pan-American Coffee Bureau, who wrote, directed and acted in a spirited one-act "morality play," "The Quest for the Cherished Cup."

Guests at the luncheon became charter members of the League of Honest Coffee Lovers.

J. R. S. Hafers, PACB president, told the more than 150 people present that the "League is a crusading organization with a sprightly name but with a serious purpose."

He said the purpose is "to bring about the return of the cherished cup we once knew—rich, full-bodied and flavorful."

■ ■ Victor DiPierro has been elected vice president in charge of the tea department, it was announced by Frank Hodson, president of the Eppens, Smith Co., Inc.

Eppens, Smith, which has a new plant in Secaucus, N. J., imports tea from all the producing countries and does packing of bulk tea and tea bags.

Mr. DiPierro has been associated with Eppens, Smith for many years.

"There are few men in the industry who know the tea market as well as Mr. DiPierro," said Mr. Hodson. "We are proud to have him on our staff."

■ ■ Edward I. Dannemiller, president of the Dannemiller Coffee Co., Brooklyn, N. Y., last month marked the golden anniversary of his association with the company.

Officers and directors of the firm celebrated the anniversary with a cocktail party and dinner at the Downtown Athletic Club. They presented to Mr. Dannemiller a gift in honor of the occasion.

On behalf of the employees of the company, he was also presented with a "golden testimonial" bearing the signatures of everyone in the two Dannemiller plants, which are located in Brooklyn and Rochester, N. Y.

Mr. Dannemiller is the third president of the company, which traces its origin to 1878 in Canton, Ohio. Today, it is one of the largest packers of private label coffee and tea.

■ ■ David H. Osborn & Co. has been elected to membership in the Green Coffee Association.

Partners in the firm are David Osborn and Melvin Kornbluth, both well-known on The Street.

Mr. Osborn started his coffee career with Ray Deininger & Co. He was also associated with T. H. & F. A. Jones, A. C. Israel & Co. and Stein, Hall.

Mr. Kornbluth began with H. L. C. Bendiks and also saw service with W. J. Purcell, R. F. Goldsmith and Gordon Voelbel.

The firm will act as brokers and agents for coffees from all producing areas.

■ ■ Also up for membership in the Association is the Nomura Trading Co., Ltd.

This firm is a worldwide trading organization, with its own offices in Parana. It will deal in Brazilian coffees.

■ ■ Another firm up for membership is The Parker Trading Corp.

The firm's green coffee department is headed by Mrs. V. S. F. Parker. The company deals in coffees from South America and parts of Africa. It also trades in tea, essential oils, spices and cocoa.

■ ■ Nominated for membership as an associate firm is the Seven Stars (Africa) Line.

Traffic representative for the line is Kurt Wollenberg. The line operates in coffee between the African ports of Abid-

jan and Freetown and the U. S. East Coast ports of New York, Boston, Baltimore and Philadelphia.

■ ■ In for a visit from Brazil was Nercio de Lima Azevedo.

Mr. Azevedo is connected with Souza Dantas Forbes & Cia., Ltda., Brazilian exporters.

His itinerary, in addition to New York, included New Orleans, St. Louis, Omaha, Kansas City and San Francisco.

■ ■ J. H. Wertheim, treasurer of O. H. Clapp & Co., Inc., is directing the tea division in the current Sister Kenny Foundation fund appeal.

"The number of polio cases has jumped far ahead of that last year at this time," Mr. Wertheim said. "The Kenny Foundation has always been a bulwark in the polio fight, but it must have our support."

■ ■ One thousand friends and associates of Albert Ehlers, Jr., president of Albert Ehlers, Inc., will pay tribute to him at a dinner-dance to be held September 28th in the Grand Ballroom of the Waldorf-Astoria. The event is for the benefit of the Deborah Hospital, Brown Mills, N. J., the only free non-sectarian medical center in the East for patients with operable heart diseases, tuberculosis and lung cancer.

For his services to Deborah, Mr. Ehlers will be presented with the institution's Tree of Life Award.

Ludwig Neugass, of L. Neugass & Co., Inc., is chairman of the committee handling arrangements for the event.

■ ■ Otto H. Goldschmidt, president of the De Hope Goldschmidt Corp., is back from a trip to Amsterdam, London and other points in Europe. He was accompanied by Mrs. Goldschmidt.

■ ■ Edwin Stein, chairman of the board of Stein, Hall & Co., Inc., died suddenly last month at the age of 64.

Mr. Stein had been associated with the company for 43 years. He was elected president and director in 1944 and chairman of the board in 1948.

He was the son of the late Leo Stein, founder of Stein, Hall's New York operations.

He is survived by his wife, two sons, two daughters, five grandchildren, a sister and two brothers.

■ ■ On a six-week business and pleasure trip to South America is Harold W. Dillon, of Lloyd Brasileiro, accompanied by his wife. He plans to visit such coffee centers as Santos, Sao Paulo and Rio, as well as Buenos Aires, Santiago and other points.

■ ■ Changes in the Green Coffee Association's Arbitration Committee have been approved by the board of directors.

H. L. Ray, now a member in his own name, has been reinstated on the Brazil panel.

J. M. Bederka substitutes for A. S. Huffman on the washed Colombian panel.

E. J. Germain, on the Robusta panel, is now listed with Rayner & Stonington instead of Otis McAllister.

A. L. RANSOHOFF Co., Inc.

Coffee

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109 FRONT STREET

New Orleans Notes

By W. McKENNON

■ ■ Members of the trade have been notified that Ralph Richards and Robert J. Welcker have formed the Coffee Importing Co., Inc., to conduct a general green coffee business as importers, agents and brokers at 322 Magazine St.

The Coffee Importing Co., Inc., has been appointed agents by Hard and Rand. Mr. Richards and Mr. Welcker were formerly with Otis McAllister here.

■ ■ Mr. and Mrs. R. C. Maceo, of the Texas Coffee Co., Beaumont, were in New Orleans recently. Mr. Maceo called on the trade here.

■ ■ Pierre Clinet, from Africa's Ivory Coast, was a New Orleans business visitor, making his headquarters at the offices of David Kattan.

■ ■ Albert Schaaf and family have returned from a vacation trip to Washington, D. C., and New York City. He is again at his desk at Stewart, Carnal & Co., Ltd.

■ ■ Mr. and Mrs. W. H. Kunz, of W. H. Kunz & Co., have returned from a business and pleasure trip to Europe.

■ ■ Members of the Green Coffee Association of New Orleans Bowling League are set to begin the fall season in September. The teams are:

Aron No. 1: Joe Daly, captain, Jack Taylor, Clifford Sphuler, A. T. LeBlanc, N. R. Velleman, Bob Muller and J. T. McNamara.

Aron No. 2: Jerry Demarest, captain, Dave Esposito, Bill Madary, Rodney Jones, Staty Lewis, F. E. Hargis and F. Scheuermann.

The Kentucky Warehouse team, whose members are employees of J. Aron & Co., are Bob Giles, captain, Joe Bennett, Phil Condon, Fred Goebel, Jerry Larousse, Bill Robinson and Robert Cumberland.

Tom Buckley is captain of Buckley and Forstall's team. Members are A. J. Forstall; Bill Morgan and Joe Nielsen, of the New Orleans Board of Trade; Jerry Toca, of the Jones Trucking Co.; George Gernon, of Ruffner, McDowell & Burch; and H. P. Waguespack, of Biehl and Co., Inc.

E. Bent is captain of the Delta Line team, R. Nebel, R. Nolan, W. E. Walker, L. E. Dittmer and R. J. Tedesco are members from the Mississippi Shipping Co. E. Porche, of Standard Brands, Inc., is also on the Delta Line team.

Captain of the Leon Israel & Bros. team is Rodney Abele. His teammates:

Lionel Campbell, Reid Sonnleitner, Louis Stratmann, Lawrence Israel, Alvin Andrien and Peter Bertucci.

Allan Colley is captain of the Dupuy Storage & Forwarding Corp. team, with Karl West of Standard Brands, Inc.; Floyd Keen, Hanemann and Cummings, Inc.; Ed Anderson, Ruffner, McDowell & Burch, Inc.; Glendy Munson, Lafaye & Arnaud; and Trion Harris, Schaefer Klausmann Co., Inc., as teammates.

Albert Breaux is captain of the Bendiks team, with Bob Deas, Volkart Bros.; Bickford Graf and Russell Hatfield, C. E. Bickford & Co.; Murray Squires, Anderson, Clayton; Bob Williams, Volkart Bros.; and John Miertschin, J. A. Folger & Co., on the team.

H. Lemonier is captain of the S. Jackson & Son team with Steve Leech, Paul Gary, Al Wills, Ray Hickey, and Hubert Fleuriot, of the same firm, on the team, along with Bob Hinz, of the Coffee Import Co., Inc.

■ ■ James J. Meyers, of the Ouliber Coffee Co., Inc., with his family made a vacation trip to Washington, D. C. and New York City.

■ ■ Friends in the trade were saddened to learn of the death of the wife of Arthur Burrell, weigher. The funeral was followed by mass at Our Lady of the Most Holy Rosary Church.

■ ■ That three-foot green coffee tree in the Volkart Bros. window at 433 Gravier is receiving many compliments from trade members.

■ ■ Richard Kernion, of Bright & Co., has been made a full member of the New Orleans Board of Trade, Ltd.

■ ■ C.D.M. Coffee and Chicory was featured in the Winn-Dixie ad at one and a half pounds for 95¢. Super Store Coffee and Chicory was advertised by U. S. Stores and Delta Supermarket at 45¢ a pound. Instant Blue Plate Coffee was advertised by Winn-Dixie at 27¢ for two ounces. French Market Coffee and Chicory was advertised by Piggly Wiggly and Paps Supermarket at 69¢. French Market Instant Coffee was promoted at Paps for 51¢ a four-ounce jar, and at Piggly Wiggly for 33¢ a two-ounce jar. Eight O'clock coffee was featured by A & P at 53¢ a pound, \$1.53 for three-pound bag. Red Circle was listed at 57¢ a pound and \$1.65 per three-pound bag. Bokar was 61¢, \$1.77 for three pounds. Crescent City Coffee and Chicory was 41¢ a pound.

■ ■ Floyd Keen, of Hanemann and Cummings, is back from his vacation.

Chicago

By HARRY LANE

■ ■ More than 100 coffee men and their friends were on hand for the 34th annual golf outing of the Chicago Coffee Club at the Elmhurst Country Club, Elmhurst, Ill., on Monday, August 10th.

The weather was pleasant and warm, and the members and their guests enjoyed a day that wound up with a steak dinner and the award of prizes to the winners of the golf tournament.

Frank Yarnall won the club members' low gross with an 83 while Robert Menary won the guest prize with a 75. Ed Alexander, of Cory, copped the blind bogey award with 100, and Steve Bushbacher, of Isbrandtsen, carried off the award for landing closest to the pin in the hole-in-one contest. Sixty one companies contributed prizes for the annual event.

Mike Kananaugh was on hand, recovering from his recent illness, and Joe Rich, of Ruffner, McDowell & Burch, recovering from his recent surgery, also enjoyed the afternoon of golfing and fun.

Dan Lyons, of the Illinois Central Railroad and former president of the club, missed the annual event due to death of his grandson.

A. M. Alvarez, of the Nopal Line, Houston, Texas, was an out-of-town guest. Moore-McCormack Lines supplied the artistic menu cards for the dinner, as in former years.

■ ■ Mrs. Walter Katzoff, wife of President Walter Katzoff of the Superior Tea & Coffee Co., has returned home for convalescence after her St. Luke Hospital stay.

■ ■ George Paegelow, well known to the premium trade, reports that the Crawford Manufacturing Co. will move their Kansas City plant to Emporia, Kansas, this month. The company also has another factory at Richmond, Va. Mr. Paegelow will be in charge of sales for the Emporia factory.

■ ■ The Drake Hotel, Chicago, will be the site of the 1960 convention of the National Retail Tea & Coffee Merchants Association. The dates are June 26th-29th.

Food company ad budgets

(Continued from page 34)

Of the 21 food companies, 12 increased advertising expenditures, one held even, and eight showed decreases.

The combined expenditure of the 21 food companies totaled nearly a half billion—\$498,995,837, a rise of 9.1% from \$457,550,175 spent by these companies in 1957, the annual Advertising Age compilation showed.

C. H. D'ANTONIO & CO.

Coffee

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Equipment to sell?

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Operating Most Satisfactorily*

AVAILABLE AT SPECIAL LOW PRICES
FOR QUICK SALE FROM PRESENT LOCATION

All Equipment is Ready for Immediate Shipment

INSPECTION INVITED

3—Jabez Burns Model 23R Thermo Coffee Roasters.

3—Jabez Burns Stirflex Cooler Assemblies, 500 lb. capacities.

3—Automatic Roasting Control Units.

3—Rotex Temperature Color Controls—Foxboro Co.

1—Gump No. 666 Granulator or Grinder for fine or all purpose grind, with motor, etc.

1—Burns No. 25 Granulator with motor, feeding and elevator equipment.

1—Burns Green Coffee Mixer or Blender for 12 bags of green coffee, with dust fan and motor and feeding and discharge bins, collector, etc.

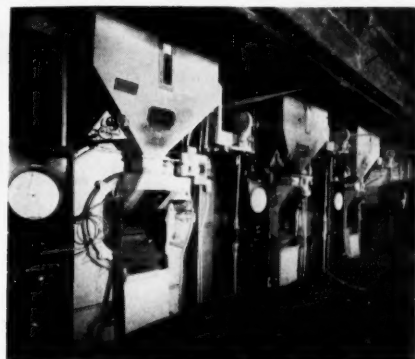
1—Bauer No. 322 three-bag Roaster with Foxboro Color Control.

1—Screw Conveyor, 60 ft. long.

Storage Bins * for green coffee
* for whole roast coffee
* for ground roast coffee
* and suction stoner

Disposal unit for chaff, cleaner with suction fan and cyclone cleaners, also incinerator, complete.

All elevators, conveyors, fans, hoppers, agitators, vibrators, to operate complete units—or sections (if purchased individually).



3—Jabez Burns Model 23R Thermo Coffee Roasters complete with Stirflex Coolers, Foxboro Color Controls, Stoners, Conveyors, Chaff System, Blowers, etc. All motor driven.

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Situations Wanted: 5¢ per word; \$1 min.

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Importer established nearly fifty years heretofore specializing green coffee, which line still preferred but considerations flexible, has ample capitalization and bank credits would like contact expanding roaster or others doing volume business and needing additional credit with view of acting as their importing agent, furnishing credit, handling details of importations thru to final destination. Record must be unimpeachable. Reply to Box 862, Coffee and Tea Industries.

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only \$3.00

Coffee & Tea Industries

106 Water St. New York 5, N. Y.

San Francisco

(Continued from page 59)

People can be observed more intimately in all their varied individualities, and there is no end of laughs one can get.

■ ■ Tom Barrett recently returned from a trip that took him to New York City, Brazil, Ecuador, Colombia and all the Central American countries. While in Guatemala City, he visited Bill Nickleman.

■ ■ Recently Lloyd Thomas took Mrs. Thomas and their two children down Los Angeles way to visit Disneyland. Did Lloyd renew his youthful days by enjoying the fairyland with his youngsters? No! As soon as he got them off, he rushed back to his air-conditioned motel to escape the heat. A good way to enjoy Disneyland!

■ ■ Folger's has a new billboard display, a 19-foot replica of Folger's Instant Coffee jar. It was suggested that the display could become more effective if hot water, sugar, cream, cups and spoons were available. That would make it not only an eye catcher but a real stopper, and help cut down accidents on the highway.

■ ■ Another Folger item: the company has purchased the restaurant institutional department from Alexander Balart. Jim Riley and Tom Kilty, formerly with Alta, are now with Folger's.

■ ■ Peter Ananda, of the Indonesia Consul of San Francisco, has been a frequent attendant at the WSTA luncheons. The Consul issued a most interesting brochure on the economic progress of the new republic of 85,000,000 people. It is not only factual, but in it one can see the struggle of a people to modernize their life politically, economically and culturally, and emerge from a long period of colonialism. It is worth reading.

■ ■ Elwood Wright and Mrs. Wright will tour Europe again this summer. Another European tourist will be H. E. Renehome.

India's tea: costs and taxes

(Continued from page 56)

to suggest what investors should do with their money, but it would be wrong to underestimate the effect which new tea areas could have, directly upon less prosperous areas elsewhere, and indirectly upon the industry as a whole. I know it may be said that our forward labor policy and our need to raise revenues for successive Five Year Plans have created a climate not everywhere congenial for the investor of tea shares, but I doubt whether the poorest workman in Britain would think our labor legislation other than modest, or whether the most generous international financier would not expect us to raise sizeable revenues through internal taxes.

Talking of the Five Year Plan, it is of interest to note that tea has achieved the production expected of it a year before the target date. It is also of interest to note that the Indianization of managerial and similar posts within the

industry has proceeded apace; a particularly happy feature, as it is voluntary, designed by the employers themselves with goodwill its only sanction. I believe that the placing of managerial responsibilities in the hands of Indian nationals is a sensible step, for not only is there first class material available at all levels, there is also the advantage to be derived from a greater dissemination of knowledge of the tea industry among the people of my country. I sometimes hear the complaint that "the employers' case" goes by default. This was not improbable when contacts between management and the homes of the people were rare: it will become less likely when management is more widely represented in the people's homes.

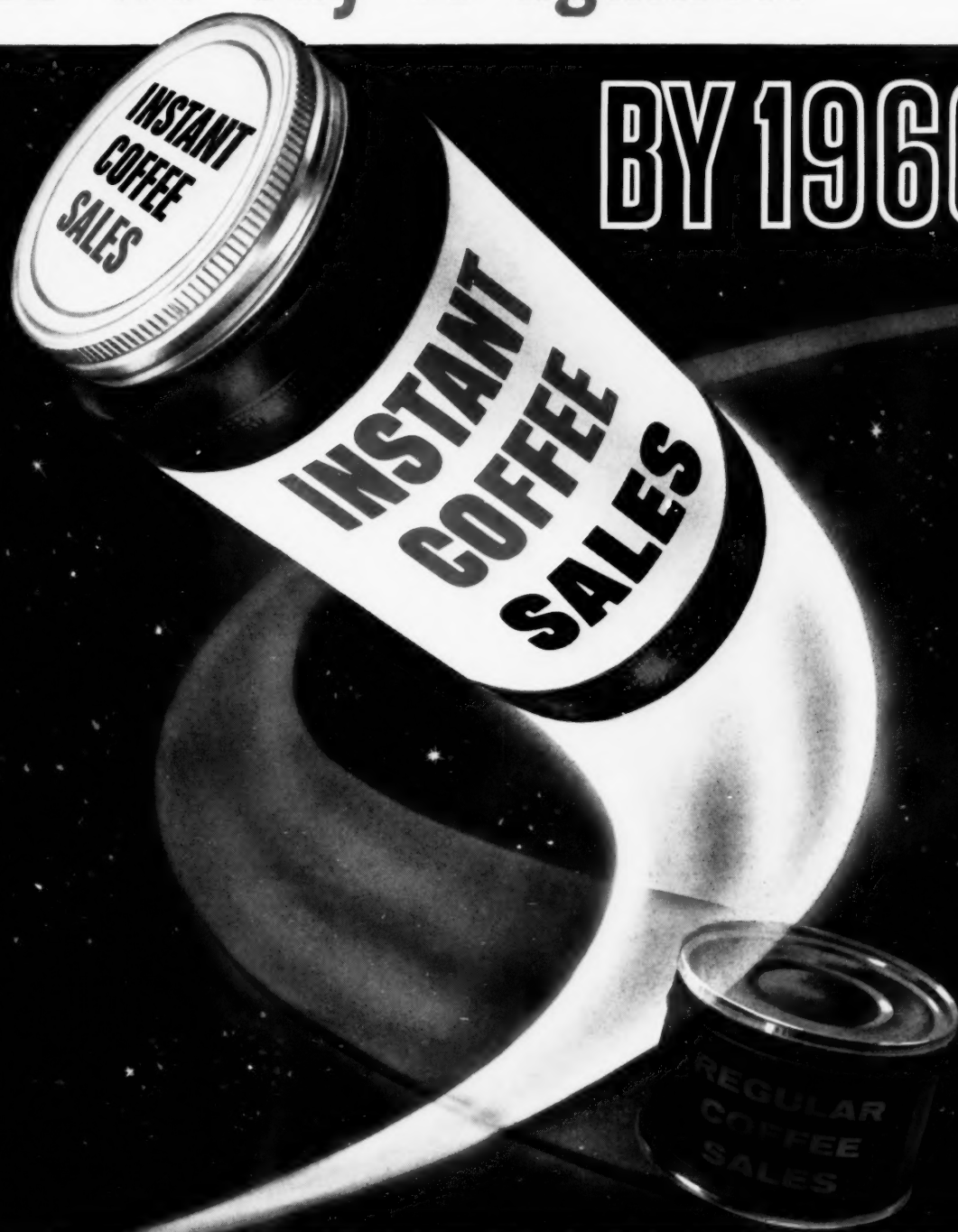
To me, the Indian tea industry is a strong industry in most of its branches and in most areas. There are pockets of weakness, but the general picture is one of competently managed estates, of good labor relations and of awareness of present trends in an expanding economy fostered by political security and administrative stability.

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